



**Avinashilingam Institute for Home Science and Higher Education for Women**

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

**School of Commerce and Management**

**Department of Business Administration**

**BBA Retail Management**

**Programme Outcomes (PO)**

On completion of the course, the graduates will be able to

1. Apply knowledge of Management, Research, Information Technology and Entrepreneurship for designing and establishing businesses.
2. Research and analyse theories and practices of management to identify the opportunities and problems, leverage diversity and adapt to changes.
3. Design process, strategies and systems that meet regulatory, economic, safety and environmental norms.
4. Identify and establish innovative business formats, operations and strategies to meet the dynamic social, technological, environmental and global scenario.
5. Manage business practices to create measurable results that meet the objectives and contemporary challenges.
6. Exhibit decision making competencies, business etiquettes and interpersonal skills as leaders and team members.
7. Demonstrate proficiency in communications and strategic thinking to meet cross-cultural diversity, global business needs and sustainability.
8. Apply logical and critical thinking techniques for decision making.
9. Identify and abide by the regulatory standards, ethical practices and values for better corporate governance and citizenship.
10. Apply the acquired talents for Career, Entrepreneurship and Lifelong Learning.

**Programme Specific Outcomes (PSO)**

**By the end of the programme, the learners will be able to**

**PSO1-** Identify retailer shoppers' profile, design retail formats and strategies and prepare coherent reports for retail brand audit as Retail Management Professionals

**PSO2-** Leverage Information Technology to design IT embedded retail processes, decision models on e-Commerce and m-Commerce, to establish e-stores and e-services for MSMEs and global retail chains as Technocrats.

**PSO3-** Establish retail outlets that suit the dynamic market space, customer diversity, and societal and economic upliftment as Consultants and Entrepreneurs.

**Scheme of Instruction & Examinations**  
(for students admitted from 2023-2024 & onwards)

Part	Subject Code	Name of the Paper / Component	Hours of instruction/ week (L+T+P)	Scheme of Examination				
				Duration of exam	CIA	CE	Total	Credit
<b>First Semester</b>								
I	23BLT001/ 23BLH001/ 23BLF001	பொதுத்தமிழ்தாள் I – இக்கால இலக்கியம் /Prose and Non Detailed Texts / French I	2+0+0	3	50	50	100	2
II	23BAEEC1	<b>Ability Enhancement Compulsory Course - I</b> English for Communication	4+0+0	3	50	50	100	4
III	<b>Discipline Specific Core Courses</b>							
	23BREC01	Management Principles and Practices	5+1+0	3	50	50	100	6
	23BREC02	Accounting and Tally	4+0+4	3	50	50	100	6
	23BREC03	Retail Business and Strategy	4+0+4	3	50	50	100	6
IV	23BVBNC1/ 23BVBNS1/ 23VBSP1	<b>Skill Enhancement Courses</b> <b>Value Based Course Elective – I</b> NCC/NSS/Sports	3/2/2	2	60	40	100	4/1/1
	23BREPD1	<b>Professional Development Course (PDC)– I</b> Communication and Documentation in Business	1+0+0		100		100	Remarks
		Games – Practical	0+0+1					Remarks
		<b>Total</b>	<b>30</b>					<b>28/25</b>
<b>Second Semester</b>								
I	23BLT002/ 23BLH002/ 23BLF002	பொதுத்தமிழ்தாள் II – அற இலக்கியம் / Grammar, Translation and General Essay/French II	2+0+0	3	50	50	100	2
	23BLABC1	Business Communication	2+0+4	3	50	50	100	4
II	23BAEES1	<b>Ability Enhancement Compulsory Course - II</b> Environmental Studies	4+0+0	3	50	50	100	4
III	<b>Discipline Specific Core Courses</b>							
	23BREC04	Data Analytics using MS Excel	4+0+4	3	50	50	100	6
	23BREC05	Retail Consumer Behaviour and Marketing	4+0+4	3	50	50	100	6
IV	23BVBNC2/ 23BVBNS2/ 23VBSP2	<b>Skill Enhancement Courses- Value Based Course Elective – I</b> NCC/NSS/Sports	3/2/2	2	60	40	100	4/1/1
	23BREPD2	<b>Professional Development Course- (PDC) II</b> Consumer Research	0+0+1		100		100	Remarks
		Games – Practical	0+0+1					Remarks
		<b>Total</b>	<b>30</b>					<b>26/23</b>
<b>Third Semester</b>								
I	23BLT003/ 23BLH003/ 23BLF003	பொதுத்தமிழ்தாள் III – சமய இலக்கியம் /Ancient and Modern Poetry / French III	2+0+0	3	50	50	100	2
III	<b>Discipline Specific Core Courses</b>							
	23BREC06	Managerial Economics	4+0+4	3	50	50	100	6
	23BREC07	Retail Operations Management	5+1+0	3	50	50	100	6

Part	Subject Code	Name of the Paper / Component	Hours of instruction/ week (L+T+P)	Scheme of Examination				
				Duration of exam	CIA	CE	Total	Credit
III	<b>Discipline Specific Elective Course (DSE I)</b> (Select any one course)							
	23BREDE1A	Digital Marketing	4+0+4	3	50	50	100	6
	23BREDE1B	Cost and Management Accounting						
	23BREDE1C	Creativity and Innovation						
	23BREDE1D	Yoga for Happiness						
	23BREDE1E	IT Applications and Database Management						
	23BREDE1F	Personal Finance and Planning						
	<b>Skill Based Elective Courses</b>							
	<b>Sector Skill Based Elective Course – I</b> (Select one elective/course of the optional groups)							
	23BRESE1A	<b>Option A: Logistics Management</b> Integrated Logistics Operations	2+0+2	3	50	50	100	3
23BRESE1B	<b>Option B: Procurement and Warehouse Management</b> Procurement Management							
23BRESE1C	<b>Option C: Retail Banking, Financial Services and Insurance</b> Financial Arithmetic - Basics of Microfinance, Lending and Insurance							
<b>Skill Enhancement Courses</b>								
IV	23BSBCS1	<b>Skill Based Compulsory Course – I</b> Communication Skill	0+0+4	3	50	50	100	2
	23BVBNC3/ 23BVBNS3/ 23BVBSP3	<b>Value Based Courses Elective – I</b> NCC/NSS/Sports	3/2/2	2	60	40	100	4/1/1
		<b>Value Based Courses Elective– II</b>	2		100		100	2
	23BREPD3	<b>Professional Development Course-(PDC) III</b> Indian Economy and Business Ethos	2+0+0		100		100	Remarks
		<b>Total</b>	<b>30</b>					<b>31/28</b>
<b>Fourth Semester</b>								
I	23BLT004/ 23BLH004/ 23BLF004	பொதுத்தமிழ்தாளர் IV – சங்க இலக்கியம் / Introduction to Functional Hindi and Journalism / French IV	2+0+0	3	50	50	100	2
III	<b>Discipline Specific Core Courses</b>							
	23BREC08	Taxation	4+0+4	3	50	50	100	6
	23BREC09	E -Commerce and E -Tailing	4+0+4	3	50	50	100	6
	<b>Discipline Specific Elective Course (DSE II)</b> (Select any one course)							
	23BREDE2A	Consumer Affairs	5+1+0	3	50	50	100	6
	23BREDE2B	Corporate Governance						
	23BREDE2C	Rural and Agro Retailing						
	23BREDE2D	Mind Management						
	23BREDE2E	Enterprise Resource Planning						
23BREDE2F	Supply Chain Management							

Part	Subject Code	Name of the Paper / Component	Hours of instruction/ week (L+T+P)	Scheme of Examination				
				Duration of exam	CIA	CE	Total	Credit
<b>Skill Based Elective Courses</b>								
<b>Sector Skill Based Elective Course– II</b> (Select one elective/course from the same sector opted)								
	23BRESE2A	<b>Option A: Logistics Management</b> Transportation Operations Management	2+0+2	3	50	50	100	3
	23BRESE2B	<b>Option B: Procurement and Warehouse Management</b> Warehouse Operations						
	23BRESE2C	<b>Option C: Retail Banking, Financial Services and Insurance</b> Banking and Insurance Law and Practice						
<b>Skill Enhancement Courses</b>								
IV	23BSBSS1	<b>Skill Based Compulsory Course-III</b> Soft Skill	0+0+4	3	50	50	100	2
	23BVBNC4/ 23BVBNS4/ 23BVBSP4	<b>Value Based Courses Elective – I</b> NCC/NSS/Sports	3/2/2	2	60	40	100	4/1/1
		<b>Value Based Course Elective - III</b>	2		100		100	2
	23BREPD4	<b>Professional Development Course-(PDC) IV</b> Cyber Security and Fraud Management	2+0+0		100		100	Remarks
		<b>Total</b>	<b>30</b>					<b>31/28</b>
<i>* Internship during summer vacation for Four Weeks at the end of 4<sup>th</sup> Semester.</i>								
<b>Fifth Semester</b>								
II	<b>Generic Elective (GE- I)</b>							
	23BENGE2A/ 23BENGE2B/ 23BENGE2C/ 23BENGE2D	Introduction to Literature / British Literature / Modern Indian Literature / New Literatures in English	5+1+0	3	50	50	100	6
	<b>Discipline Specific Core Courses</b>							
	23BREC10	Human Resource Management	5+1+0	3	50	50	100	6
	23BREC11	Retail Legislation	5+1+0	3	50	50	100	6
III	<b>Discipline Specific Elective Course (DSE) – III</b> (Select any one of the course)							
	23BREDE3D	Project and Internship*	0+0+6		100		100	6

Part	Subject Code	Name of the Paper / Component	Hours of instruction/ week (L+T+P)	Scheme of Examination				
				Duration of exam	CIA	CE	Total	Credit
<b>Skill Based Elective Courses</b>								
<b>Sector Skill Based Elective Course– III</b> (Select one elective/course from the same sector opted)								
III	23BRESE3A	<b>Option A: Logistics Management</b> E- Commerce and EXIM Logistics	2+0+2	3	50	50	100	3
	23BRESE3B	<b>Option B: Procurement and Warehouse Management</b> Statutory Regulations in Warehousing						
	23BRESE3C	<b>Option C: Retail Banking, Financial Services and Insurance</b> Customer Relationship and Selling Skills for Banking, Financial Services and Insurance						
<b>Skill Enhancement Courses</b>								
IV	23BVBNC5/ 23BVBNS5/ 23BVBSP5	<b>Value Based Courses Elective – I</b> NCC/NSS/Sports	3/2/2	2	60	40	100	4/1/1
	23BREPD5	<b>Professional Development Course (PDC) – V</b> Retail 4.0 and 5.0	0+0+2		100		100	Remarks
<b>Total</b>			<b>30</b>					<b>31/28</b>
<b>Sixth Semester</b>								
II	<b>Generic Electives(GE – II)</b> (Choose courses offered by other departments)		5+1+0/ 4+0+4	3	50	50	100	6
<b>Discipline Specific Core Courses</b>								
	23BREC12	Retail Entrepreneurship	4+0+4	3	50	50	100	6
<b>Discipline Specific Elective Course (DSE) – IV</b>								
III	23BREDE4A	e-CRM for Retailing	4+0+4	3	50	50	100	6
	23BREDE4B	Financial Management						
	23BREDE4C	Mall Management						
	23BREDE4D	Business Ethics and Human Values						
	23BREDE4E	Web Designing for E-Commerce						
	23BREDE4F	Global Retail Chain Management						
<b>Skill Based Elective Courses</b>								
<b>Sector Skill Based Elective Course– IV</b> (Select one elective/course from the same sector opted)								
III	23BRESE4A	<b>Option A: Logistics Management</b> Specialised Logistics Solutions	2+0+2	3	50	50	100	3
	23BRESE4B	<b>Option B: Procurement and Warehouse Management</b> Warehousing Business Development and Profit Management						
	23BRESE4C	<b>Option C: Retail Banking, Financial Services and Insurance</b> Retail Banking, Insurance and Wealth Management						

Part	Subject Code	Name of the Paper / Component	Hours of instruction/ week (L+T+P)	Scheme of Examination				
				Duration of exam	CIA	CE	Total	Credit
IV	<b>Skill Enhancement Course (SEC)</b>							
	23BVBNC6/ 23BVBNS6/ 23BVBSP6	<b>Value Based Courses Elective – I</b> NCC/NSS/Sports	3/2/2	2	60	40	100	4/1/1
	23BREPD6	<b>Professional Development Course – (PDC) VI</b> Finishing School for Industry Readiness	0+0+4/ 0+0+2		100		100	Remarks
		<b>Total</b>	<b>30</b>					<b>25/22</b>
		<b>Total Credits</b>						<b>172/154</b>

### 1. Ability Enhancement Compulsory Courses

- English for Communication
- Environmental Studies

2. **Skill Enhancement courses** are Skill Based and / or Value Based which are aimed at providing hands on training, competencies, skills etc. and may be opted by the students from the electives offered by the departments or from SWAYAM MOOCs / NPTEL.

#### Skill Based courses

- **Skill Based Compulsory course I – 23BSBCS1 – Communication Skill** during 3<sup>rd</sup> semester
- **Skill Based Compulsory course III - 23BSBSS1 – Soft Skill** during 4<sup>th</sup> semester
- **Skill Based Courses offered by Department of Business Administration to other students**

Skill Based Courses	Subject Code	Semester	Hours of Instruction	Credit/Course
1. Creativity and Innovation	23BRESB1	3 & 4	4 P	2
2. Social Entrepreneurship	23BRESB2	3 & 4	4 P	2

- **Value Based Courses - Elective I**

Value Based Courses Elective I	Subject Code	Semester	No of .Credits
NCC/ NSS/ Sports	23BVBNC1-6/	1-6	24
	23BVBNS1-6/		6
	23BVBSP1-6		6

- **Value Based Courses - Elective II**

Value Based Courses Elective II	Subject Code	Semester	No of .Credits
Anti- Corruption Legal Systems and Governance	23BREVB1	3	2

\* **Discipline Specific Elective Courses** - should be related to their own core which may be from SWAYAM MOOCs /NPTEL also

\*\* Skill Enhancement courses, may be opted by the students from the electives offered by the department or from SWAYAM MOOCs / NPTEL

### 3. Total Credits to Earn the Degree

<b>Part I Components</b>	12 Credits	(Languages)
<b>Part II Components</b>	20 Credits	[Ability Enhancement Compulsory Courses – 8 Credits, and Generic Elective Courses – 12 Credits]
<b>Part III Components</b>	108 Credits	(Discipline Specific Core Courses – 72 Credits and Discipline Specific Elective Course – 24 Credits, Skill Based Electives Courses – 12 Credits )
<b>Part IV Components Skill Enhancement Courses</b>	32 / 14 Credits	(Skill Based Courses –Value based Courses Elective I (NCC/NSS/Sports) – 24 / 6 / 6, Value Based Courses- Elective II & III – 4)

**Minimum One Course should be from SWAYAM MOOCs/ NPTEL.**

# One to 4 Courses may be from SWAYAM MOOCs/NPTEL for Credit Transfer in DSE, SE, Generic Elective and / or Skill Enhancement Courses.

4. Each of the Professional Development Course is evaluated based on Assignment/ Activity: 5 numbers and each carry 20 Marks, totalling 100 Marks. The marks secured by the students out of 100 are converted into remarks, as follows:

#### **Criteria for Remarks for Professional Development Course**

<b>Range of Marks</b>	<b>Remarks</b>
90 – 100	Excellent
75 – 89	Very Good
60 – 74	Good
40 – 59	Fair
Less than 40	Not Completed

## Management Principles and Practices

Semester I  
23BREC01

Hours of Instruction/week: 6 (L: 5, T: 1)  
No. of credits: 6

### Course Objectives

1. Create awareness of the management thoughts and principles and relate it to the present business environment.
2. Provide insights on the management functions and processes to carry out the various activities in domestic and global organisation.
3. Familiarize managerial skills, leadership styles and interpersonal competencies required to effectively manage the operations in the organization.
4. Provide knowledge on the industrial revolution and its impact on management practices at global levels.
5. Imbibe ethical and moral values to ensure corporate social responsibility and corporate governance.

### Unit I Management Processes and Principles

15 Hrs

**Overview:** Concept, Functions, Levels of Management, Process, Managerial skills, Roles of Managers, Principles – Classical, Neoclassical, Modern, Contemporary and Contingency approaches.

**Forms of Business:** Enterprises -Micro, Small, Medium, Large, Ownership-Sole Proprietorship, Partnership, Private, Public, Scale of Operation- Domestic, International, Multi National, Transnational, Global.

### Unit II Business Forms by Ownership

15 Hrs

**Sole Proprietorship and Partnership firms:** Sole proprietorship, Partnership firm- Characteristics, Kinds, Partnership Deed, Concept of Limited liability partnership, Characteristics, Hindu Undivided Family – Characteristics, Co-Operative Organisation- Characteristics and formation process.

**Joint Stock Company:** Characteristics, Kinds of Companies, Promotion - Stages, Promoter – Characteristics, Kinds, Statutory Documents - Memorandum of Association and Clauses, Articles of Association – Contents, Prospectus – Contents, Red herring Prospectus, Statement In lieu of Prospectus (Companies Act, 2013 and Amendments), Corporate Governance Amendments in Companies Act-Features.

### Unit III Planning, Organising and Staffing

15 Hrs

**Planning:** Definition, Types, Planning Process, Strategic Planning - Definition, Process, Formulation of Vision, Mission, Environmental Analysis, Strategy formulation and Selection, Implementation, Approaches – MBO, MBE, MBWA.

**Decision Making:** Approaches, Group Dynamics in Decision Making.

**Organising:** Meaning, Principles, Span of Control, Organization structure – Line and Staff, Functional, Matrix, Network, Virtual Organisations, Authority relationship.

**Staffing:** Meaning, Process, Strategies- Retention, Labour Productivity, Job Satisfaction.

### Unit IV Direction

15 Hrs

**Direction:** Concept, Principles, Supervision – Significance, Functions, Qualities of Supervisor.

**Leadership:** Concept, Styles, Theories.

**Motivation:** Concept, Theories - Maslow, Herzberg, Expectancy, XY Theory.

**Communication:** Concept, Process, Barriers.

### Unit V Coordination and Control

15Hrs

**Coordination:** Definition, Principles, Types and Techniques, Relationship between Coordination and Cooperation.



**Control:** Meaning, Characteristics, Processes, Principles, Techniques.

**Trends in Management:** Evolution of industry 4.0 & 5.0, Code of Conduct and Ethics, Corporate Social Responsibility and Corporate Governance.

**Business Ethics:** Code of Business Ethics.

**Total: 75 Hrs**

### **Tutorials:**

**List of Activities-** Group Practical- Group shall consists of 3 to 5 members

- 1 The Students will be given different situations and scenarios to start their own business (in terms of capital, liability, scale of operations, etc.) and will be asked to select the most suitable form of business and justify the same highlighting the advantages and disadvantages of their choice. **3Hrs**
- 2 Prepare the Article of Association & Memorandum of Association/rules and regulations/bye laws for the form of business organisation. **3 Hrs**
3. Create a process for staff recruitments and selection/payroll calculations/motivation schemes/Co-ordination across various business functions. **3 Hrs**
4. Participate in simulation activity wherein each learner is asked to prepare plans with respect to increasing the effectiveness in their respective organisation. **3 Hrs**
5. Participate in simulation activity wherein learners are asked to draft roles and responsibilities of members as corporate citizens to ensure corporate governance and corporate social responsibility. **3 Hrs**

**Total: 15Hrs**

**Note: Practical is supported by tutorials**

### **Text Books**

1. **Stephen Robbins, Mary Coulter** (2012), *“Management”*, 11<sup>th</sup> edition, Prentice Hall, New York.
2. **Heinz Wehrich, Harold Koontz** (2010), *“Essentials of Management”*, 8<sup>th</sup> edition, Tata McGraw Hill Publishing Company Limited, New Delhi.
3. **Aswathappa K**(2016), *“Organisational Behaviour”*, 12<sup>th</sup> edition, Himalaya Publishing House, New Delhi.
4. **Fred Luthans** (2011), *“Organisational Behaviour”*, 12<sup>th</sup> edition, McGraw Hill Publishing Company, New York.

### **Reference Books**

1. **James A.F. Stoner, R. Edward Freedom, Daniel R. Gilbert** (2012), *“Management”*, 10<sup>th</sup> edition, Prentice Hall Inc., New Jersey.
2. **Prasad L.M.** (2015), *“Principles and Practice of Management”*, 9<sup>th</sup> edition, Sultan Chand & Sons, New Delhi.
3. **Ramasamy T.** (2013), *“Principles of Management”*, 2<sup>nd</sup> edition, Himalaya Publishing House, New Delhi.
4. **Uma Sekaran** (2005), *“Organisational Behaviour Text and Cases”*, 2<sup>nd</sup> edition, McGraw Hill Public Company Ltd., New Delhi.
5. **Ramesh B Rudani**(2013), *“Management and Organisational Behaviour”*, 3<sup>rd</sup> edition, S. Chand & Company, New Delhi.
6. **Rao V.S.P, Hari KrishnaV** (2009), *“Management- Text and Cases”*, 2<sup>nd</sup> edition, Excel Books, New Delhi.

### **Course Outcome**

After completion of the course, the students will be able to

1. Apply the knowledge of management principles, practices and techniques for effective administration of business.
2. Proactively plan, design, organize and monitor the organizational functions.

3. Compare and design appropriate processes and organizational structures to meet the local and global standards.
4. Apply their personal competencies, leadership skills and engage in team work for sustainable business management.
5. Comprehend the code of conduct and ethics and effectively manage socially responsible organisations.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	L	M	M	H	M	H	M	H	M	M
CO2	H	L	H	H	H	H	H	M	L	M	M	H	M
CO3	H	M	H	H	M	L	L	M	L	L	M	H	M
CO4	M	M	M	H	L	H	H	H	H	H	M	M	H
CO5	M	H	M	M	H	M	H	M	H	H	M	H	M

## Accounting and Tally

Semester I  
23BREC02

Hours of Instruction/week: 8 (L: 4, P: 4)

No. of credits: 6

### Course Objectives

1. Impart knowledge on accounting concepts, conventions and computerised accounting process.
2. Develop the ability to record basic accounting transactions and maintain books of accounts.
3. Enable preparation of final accounts for trading and non-trading organizations.
4. Provide training in computerised accounting using Tally ERP for business accounting.
5. Train the students to interpret the books of accounts and final accounts.

### Unit I Introduction to Accounting and Computerised Accounts

12 Hrs

**Accounting:** Need, Double Entry Bookkeeping, Types of Accounts, Accounting Principles, Concepts And Conventions, Limitations.

**Global Accounting:** GAAP, IFRS Standard and Rules, Benefits.

**Computerized Accounts:** Process - Setting of a company, Accounting masters, Stock Groups, Bill-Wise Details - Cost Centers, Cost Categories, Features of Point of Sale.

### Unit II Books of Accounts and Depreciation

12 Hrs

**Journal:** Ledger Accounts, Trade Discount and Cash Discount, Subsidiary Books, Preparation of Trial Balance, Interpretations.

**Depreciation:** Meaning, Causes, Methods of Depreciation Calculation -Straight Line, Written Down Value.

### Unit III Inventory

12 Hrs

**Inventories:** Meaning, Significance of Inventory Valuation.

**Inventory Record Systems:** Periodic and perpetual, Methods of Computing Depreciation- FIFO, LIFO and Weighted Average, Application of Accounting Standards in valuation of Inventory.

### Unit IV Final Accounts for Trading Concern

12 Hrs

**Business Income:** Concept of Revenue and Business Income, Measurement of business income, relevance of accounting period, continuity doctrine and matching concept in the measurement of business income.

**Final Accounts:** Capital and Revenue Concepts, Preparation of Trading Profit And Loss Accounts, Balance Sheet, Adjustments to Final Accounts, Interpretations of Final Accounts.

### Unit V Accounts of Non-Trading Concerns

12 Hrs

**Accounts of non-trading concerns:** Difference between Profit and Loss Account and Income and Expenditure Account, Preparation of Receipts and Payments Account, Income and Expenditure Account, Preparation of Balance Sheet.

**Total: 60 Hrs**

### List of Practicals (Practical session is done using Tally ERP)

- |    |  |       |
|----|--|-------|
| 1  | Creation of new Company, Creating groups and ledger types  | 5Hrs  |
| 2  | Creation of Accounting Voucher   | 5Hrs  |
| 3  | Entering transactions in a Day Book.   | 5Hrs  |
| 4  | Data and security management in Tally ERP  | 5 Hrs |
| 5  | Creation of Stock Groups and Categories.   | 5 Hrs |
| 6  | Creation of inventory vouchers and display of stock summary.   | 5 Hrs |
| 7  | Creating inventory Master  | 5 Hrs |
| 8  | Creation of purchase order and sales order   | 5 Hrs |
| 9  | Preparation of bill-wise details and calculation of interest overdue.  | 5 Hrs |
| 10 | Creation of Accounting Voucher with Inventory details.   | 5 Hrs |
| 11 | Creation of Godown, Purchase and sale of items subject to GST  | 5Hrs  |
| 12 | Generating reports in Tally ERP- Financial Statements, List of Accounts, Stock Summary and interpret the accounts. | 5Hrs  |

**Total: 60 Hrs**

### Text Books

1. Reddy T.S, Muthury A(2017), “*Financial Accounting*”, Margham Publishers, Chennai.
2. Nagarajan K.L, Vinaryakam N, Mani P.L(2015),“*Principles of Accountancy*” S.Chand-Eurasia Publishing House (Pvt) ltd, New Delhi.
3. Kogent Learning Solutions Inc (2016), “*Tally ERP 9 in Simple Steps*”, Wiley India Pvt Ltd, New Delhi.

### Reference Book

1. Ashok K Nadhani(2016), Tally. ERP 9 “*Made Simple Basic Financial Accounting*”, BPB Publication, New Delhi.
2. Jain S.P, Narang K.L (2017), “*Financial Accounting*”, Kalyani Publishers, New Delhi.
3. Manikandan S. and Rakesh Shankar R., (2017),“*Financial Accounting*”, Scitech Publications(India) Pvt. Ltd
4. Nadhani(2016), “*Mastering Tally. ERP 9*”, BPB Publication, New Delhi.
5. Tulsian P.C, Bharath Tulsian(2016), “*Financial Accounting*”, Sulthan Chand Publications.

### Course Outcome

After completion of the course, the students will be able to

1. Understand accounting principles and global standards and identify metrics and classify Business Income and Expenditure, Cost and Revenue Centres.
2. Comprehend the meaning of depreciation and methods of account for depreciation.
3. Use Computerised Accounting software (Tally ERP) for basic accounting.
4. Record the accounting transactions and maintain books of accounts manually and using Tally ERP
5. Prepare and interpret final accounts of trading concerns and non-trading concerns.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	H	H	M	H	H	H	M	H	M	H
CO2	H	M	H	H	M	H	H	L	L	H	M	H	M
CO3	H	H	H	H	H	H	M	H	H	M	M	H	L
CO4	M	M	M	H	M	M	H	H	H	H	L	H	M
CO5	M	L	M	M	L	M	H	L	H	H	M	M	H

## Retail Business and Strategy

Semester I  
23BREC03

Hours of Instruction/week: 8 (L: 4, P: 4)  
No. of credits: 6

### Course Objectives

1. Provide insights on the retail business environment and ecosystem
2. Discuss the merchandise and retail format characteristics and elucidate the differences.
3. Provide knowledge on techniques for situational analysis, strategic planning process and strategic decision
4. Elucidate the retail planning processes and strategies to suit the modern retail strategy
5. Elaborate on the trends in retail business and formats from a local and global perspective.

### Unit I Retail Eco-System

12 Hrs

**Retailing:** Definition, Scenario - Indian, Global, Retail Evolution- Consumption, and its Impact, Prospects Trend Key drivers, Economic contribution.

**Retail Environment:** Economic, Consumer Characteristics Technology, Regulations of Foreign Direct Investment (FDI) in retailing.

**Retail Ecosystem:** Meaning, Natures, Forms, Retail Market Conditions, Determinants of development.

**Modern Retail Eco-System:** Characteristics, Scale Open, Proprietary, Emerging, Fully Virtualized, Hybrid, Experiential Retailing, Hubs.

### Unit II Retail Formats and Characteristics

12 Hrs

**Ownership:** Independent, Chain, Franchising, Leased Department, Vertical Marketing System, Consumer Cooperative.

**Store-based Retail Formats:** Convenient Store, Conventional Supermarkets, Combination Store, Box (Limited Line store), Warehouse Store, Speciality Store, Variety Store, Traditional Department Store, Full Line Discount Store, Variety Store, Off Price Chain, Factory Outlets, Merchandising Club, Flea Market, Web, Non-store.

### Unit III Strategic Retail Planning

12 Hrs

**Retail Strategy:** Concept, Steps, Retail Mix Planning– The Wheel of Retailing, Scrambled Merchandising, Retail Life Cycle.

**Generic Strategies:** Cost Leadership, Differentiation, Focus.

**Strategic Retail Planning Process:** Goal Setting, Market Analysis, Consumer research, Designing Retail Strategies, Short term actionable strategic planning, Implementation and control.

**Situation Analysis:** Mission, Ownership and Management, Good/Services Category, Personal Abilities, Financial Resources, customer characteristics needs, Demand mapping.

**Objectives:** Concepts, Image (Positioning), Selection of Objectives.

**Overall Strategy:** Controllable Variables, Uncontrollable Variables, Integrating Overall Strategy.

### Unit IV Retail Location strategy and Financial Planning

12Hrs

**Store Location:** Choosing a store location, Trading area analysis, regional analysis, characteristics.

**Site Selection:** Objectives, Types, Site Evaluation.

**Financial Planning for Retail:** Financial strategy, Funding retail ventures and raising capital, profit planning, Asset Management.

## Unit V Retail Start-Up Process

12 Hrs

**Ideation:** Niche identification and product match, Evaluating potential markets, customers, profits, Product sourcing strategy- Make or Outsource, Wholesale/Retail, Drop ship.

**Brand Building:** Visual branding, Store name selection, Vision and Mission formulation, Positioning,

**Legal structure:** Definition, Statutory Plan- Registration process, obtaining licences, Permits and Business Insurance.

**Operations:** Physical location and Online store physical development, Vendor Supplier Relationship, Organising Finance, Marketing, Staffing Plan, POS system.

**Business Plan:** Company description, Market analysis and management, Organisations and Management, Product Time, Marketing and Sales plan, Funding plan, Financial Projections, Executive summary.

**Total: 60 Hrs**

### List of Practicals: Group activities

- |    |   |       |
|----|---|-------|
| 1  | Collect Secondary data on the various trends in retailing and present the retail eco-system.  | 6Hrs  |
| 2  | Analyse situations, Customer characteristics and Merchandise in the case study provided. Suggest Retail formats and present the same and justify your answers.  | 6Hrs  |
| 3  | Identify a Niche Market Potential and suggest an in-campus retail outlet  | 6 Hrs |
| 4  | Carryout a situational analysis and present the feasibility report for the in-campus retail outlets   | 6 Hrs |
| 5  | Define the product line and supplier relationships  | 6 Hrs |
| 6  | Design the store name, logo, visual displays for the In-house Retail outlet   | 6 Hrs |
| 7  | Evaluate location and site and provides site plan   | 6 Hrs |
| 8  | Budget the investment in working capital requirement and present the financial plan for the same  | 6 Hrs |
| 9  | Register the campus outlet, obtain permits, insurance etc.,   | 6 Hrs |
| 10 | Propose an in-campus retail stores and prepare a business plan- Situational Analysis Report – Customer, Competitors, Environmental Analysis, Sentimental Analysis, Financial Analysis and present the same. | 6 Hrs |

**Total : 60Hrs**

**Note: Practical is supported by tutorials**

### Text Books

1. **Barry Berman, Joel R Evans** (2017), *“Retail Management – A Strategic Approach”*, 13<sup>th</sup> edition, Pearson Education, New Delhi.
2. **Gibson G Vedamani** (2003), *“Retail Management”*, 4<sup>th</sup> edition, Jaico Publishing House, Mumbai.

### References Books

1. **Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava** (2010), *“Retail Management”*, 2<sup>nd</sup> edition, Oxford University Press.
2. **David Gilbert** (2008), *“Retail Marketing Management”*, 2<sup>nd</sup> edition, Pearson Education, New Delhi
3. **Jerry Yudelson** (2010), *“Sustainable Retail Development”*, 1<sup>st</sup> edition, Springer publication.

4. **S.C. Bhatia** (2008), *“Retail Management”*, 1<sup>st</sup> edition, Atlantic Publishers & Distribution,
5. **Suja Nair** (2008), *“Retail Management”*, 3<sup>rd</sup> edition, Himalaya Publishing , Mumbai.
6. **Swapna Pradhan** (2012), *“Retailing Management Text & Cases”*, 4<sup>th</sup> edition, Tata McGraw Hill Publishing Company, New Delhi.
7. **Umit Hacioğlu**, (2021), *“Financial Ecosystem and Strategy in the Digital Era”*, 1<sup>st</sup> edition, Springer Publication.
8. **Venkatesh Ganapathy**, (2017), *“Modern day Retail Marketing”*, 1<sup>st</sup> edition, Bookboon, Mumbai

**Course Outcome:**

After completion of the course, the students will be able to:

1. Analyse the impact of environmental changes in the retail ecosystem.
2. Systematically apply strategic planning process for situational analysis, strategic selections and implementation
3. Compare and design appropriate processes and organizational structures to meet the local and global standards
4. Relate the customer characteristics, Retailer Objectives, Merchandise nature to retail formats and adapt suitable formats.
5. Assess the retail landscape, opportunities and challenges and design appropriate retail strategies.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	M	L	M	M	H	M	H	M	H	M	M
CO2	H	M	H	H	H	L	H	M	L	L	M	H	M
CO3	M	M	H	H	L	H	L	M	L	L	M	H	L
CO4	M	M	M	H	M	M	H	H	H	H	L	M	H
CO5	M	L	M	M	L	M	H	L	H	H	M	M	H

**Professional Development Course - I**  
**Communication and Documentation in Business**

**Semester I** **Hours of Instruction/week: 1 (L:1)**  
**23BREPD1** **No. of credits: Remarks**

**Course Objectives**

1. Elucidate the significance of effective communication in business.
2. Impact knowledge on business vocabulary and computerised applications on drafting of official letters and documents.
3. Train students on computer applications for documentation.
4. Develop appropriate skills for report writing and different ways of documentation.
5. Explain the role of information technology for enabling business communication and documentation.

**Tutorials –Practical**

**Business Language and Presentation**

Business, commercial and managerial vocabulary – terms used in trade, business plans/proposals, presenting business plans, multimedia corporate presentations **2 Hrs**

**Word-**Typing the text, Alignment of text , Editing Text, Cut, Copy, Paste, Select All, Clear, Find and Replace, Text Formatting and saving file, working with Objects, Header and Footers, working with bullets and numbered lists, Tables, Styles and Content, Merging Documents, Sharing and Maintaining Document, Proofing the document, Printing. **3 Hrs**

**Power Point Presentation:** Setting Up Power Point Environment, Creating slides and applying themes, Working with bullets and numbering, Working with Objects, Hyperlinks and Action Buttons, Working with Movies and Sounds, Using Smart Art and Tables, Animation and Slide Transition, Using slide Master, Slide show option, Proofing and Printing. **3 Hrs**

**Business Correspondence**

Inviting quotations, sending quotations, placing orders, Social and public relations correspondence; Reading and writing shorter business messages–Invitations, Thank you Notes, Greetings and Congratulations, Agenda for Meetings. **4Hrs**

**G Suite:** Gmail, Google Docs, Sheets, Suite, Conferencing, Presentations.

**Technology and Business Communication**

**Use of digital applications in business communication:** Handling online orders, complaints and other sales correspondence, Use of social media tools - advertising, buying and selling; publicizing business ideas through blogs, web-pages etc.; online business communities; webinars and conference calls. Privacy and data security issues in business communication. **3Hrs**

**Total : 15Hrs**



### **Text Books**

1. **Andrews, D. C, Andrews W. D.** (2003), "*Management Communication: A Guide*". Boston: Cengage Learning.
2. **Locker, K, Kaczmarek S** (2009), "*Business Communication: Building Critical Skills*", New York: McGraw Hill Education.
3. **Newman, Amy**(2017), "*Business Communication: In Person, In Print, Online*", Boston: Cengage Learning.

### **References Books**

1. **Shirley T.** (2005), "*Communication for Business*", London: Pearson Education.
2. **Smallwood R. F, Williams, R. F.** (2013). "*Managing Electronic Records: Methods, Best Practices, and Technologies*", New Jersey: John Wiley and Sons.
3. **Wilson, K., Wauson, J.** (2011). "*The AMA Handbook of Business Documents: Guidelines and Sample Documents That Make Business Writing Easy*". New York: AMACOM.

### **Course Outcome**

By the end of the professional development course, the student will be able to

1. Comprehend business terms, document formats and components
2. Correspond using office applications of Word, Power point and e-Workspace applications.
3. Prepare short presentation and present the same using computer applications.
4. Organise, retrieve and share files
5. Apply social media tools effectively and safely for business communication

## **Business Communication**

**Semester II**  
**23BLABC1**

**Hours of Instruction/week: 6 (L: 2, P:4)**  
**No. of credits:4**

### **Course Objectives**

1. Impart skills in reading, writing, comprehension, and communication in business field, especially using electronic media.
2. Enable appropriate grammatical constructions and vocabulary to communicate effectively
3. Prepare learners for effective business correspondence and documentations
4. Impart foundation for designing effective messages, both written and oral, from concept to delivery.
5. Technical proficiency in the development of exposition and argument, develop and deliver individual presentation, using appropriate and effective visual support.

### **Unit I Introduction**

**6 Hrs**

Nature, process and importance of communication, Types of communication (verbal and Non-verbal), Written Communication, Oral Communication; Communication Process, Features of effective communication, Communication barriers linguistic, psychology, interpersonal, cultural, physical and Organisational Group Discussion initiating a discussion, sharing opinions and views, polite ways of agreeing and disagreeing voicing agreements and disagreements, closing a discussion, Interpersonal Communication, Decision Making and Leadership Skills, Negotiation Skills.

### **Unit II Business Correspondence**

**6 Hrs**

Letter writing, Notices, Sales letter, Claims adjustment letter, Notices, social correspondence, Meeting Agenda, Minutes, Memorandum, Office memo, Minutes of meeting, Job application writing, Resume writing.

### **Unit III Report Writing**

**6 Hrs**

Types of reports, Report formats, Report Writing, Process of report writing, Use of pictures, charts, and tables in the report, Citation styles and rules.

### **Unit IV Business Language and Presentation**

**6 Hrs**

Introduction to Business language, Importance of Business language, Business vocabulary, Oral presentation-importance, characteristics, and plan. PowerPoint presentation–style, visual aids.

### **Unit V Technology and Business Communication**

**6 Hrs**

Role, effects and advantages of technology in business communication, E-mail, text messaging, instant messaging and modern technologies like video conferencing, social networking, Strategic importance of e-communication.

**Total : 30 Hrs**

### **List of Practicals**

- 1 Interview employees of some Organisation to find out communication issues and challenges.
- 2 Make a vocabulary of various terms used in business documentation.
- 3 Collect some samples of business correspondence and documentations and find out their effectiveness.

**Total : 60 Hrs**

### Text Books

- 1 **Rajendra Pal , Korlahalli .J.S**(2017), “*Essentials of Business Communication*”, Sultan Chand & Sons, New Delhi
- 2 **Sharma R.C, Krishna Mohan** (2017),“*Business Correspondence and Report Writing*”, Tata McGraw Hill Publishing House, New Delhi.

### Reference Books

1. **Lesikar Pettit** (2017),“*Business Communication Theory and Application*”, A.I.T.B.S, Publishers and distributors (Reg).
2. **Marry Ellen** (2017),“*Essentials of Business Communication*”, Guffey South Western College Publishing House, New Delhi.
3. **P.K.Mathukar**(2018), “*Business Communication*”, Sultan Chand & Sons, New Delhi
4. **Sanjay Gupta** (2021), “*Business Communication*”, SBPD Publications
5. **Urmila Rai** (2012),“*Business Correspondence and Report Writing*”, Himalaya Publishing House, New Delhi.

### Course Outcome

After completion of the course, the students will be able to:

1. Understand various forms of communication, communication barriers and strategies to overcome them.
2. Comprehend a variety of business correspondence and respond appropriately.
3. Communicate in writing for various commercial purposes.
4. Use appropriate grammatical constructions and vocabulary to communicate effectively.
5. Use business language and presentation skills.

### CO-PO Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	H	H	H	H	H	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H	H	M	H
CO3	H	H	H	M	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H	H	H	H

## Data Analytics using MS Excel

Semester II

Hours of Instruction/week: 8 (L: 4, P: 4)

23BREC04

No. of credits: 6

### Course Objectives

1. Familiarize the applications of Mathematics and Statistical techniques in business decision making.
2. Introduce big data, the business intelligence and analytics
3. Demonstrate skills for computation and aggregation of data using MS Excel
4. Provide insights on Univariate and Multivariate data analysis using Excel and interpret the results.
5. Enumerate on the procedures involved in using Statistical and Mathematical models for business solutions.

### Unit I Introduction

12 Hrs

**Data and Data Science:** Data analytics, Machine Learning and Deep Learning, Introduction to Big data, 5V of Big data.

**Data Processing:** Entering tabulation and Data Summarisation and Visualisation, data charts, Graphs, Info-graphs, Dashboards.

**Analytical Tools:** Descriptive Statistics and Inferential Statistics, Advanced Analytical Techniques.

### Unit II Univariate Analysis

12 Hrs

**Measures of Central Tendency:** Arithmetic Mean, Geometric Mean, Harmonic Mean, Applications, Median and other Partition values (quartiles, deciles, percentiles), Mode.

**Measures of Dispersion:** Absolute and Relative Range, Quartile Deviation, Mean Deviation, Standard Deviation and their Coefficients, Properties of Standard Deviation/Variance, MS Excel Applications and Inference.

### Unit III Bi-Variate and Predictive Analytics

12 Hrs

**Bi-variate Analysis:** Simple and Linear Correlation analysis- Meaning, Measurement (Karl Pearson's Coefficient and Spearman's Rank Correlation) and Inference.

**Predictive Analytics:** Simple Linear Regression, Coefficient of Determination, Residual Analysis, Confidence and Prediction intervals, Multiple Linear Regression - Interpretation of Regression Coefficients, Heteroscedasticity, Multi-Co linearity.

**Time Series Components;** Additive and Multiplicative Models, Trend analysis - Moving Averages and Method of Least Squares (Linear Trend).

### Unit IV Basic Mathematics for Analytics

12 Hrs

**Matrices:** Definition and types, Algebra of matrices, Applications to simple business and economic problems, Calculation of values of determinants up to third order, Finding inverse of a matrix through determinant method, Solution of system of linear equations up to three variables.

**Differential Calculus:** Mathematical functions and their types – linear, quadratic, polynomial,

Concepts of limits and continuity of a function, Concept and rules of differentiation, applications of differentiation - elasticity of demand and supply, Maxima and Minima of functions relating to Cost, Revenue and Profit.

### **Unit V Basic Mathematics for Analytics**

**12 Hrs**

**Basic Mathematics of Finance:** Simple and Compound interest (including continuous compounding), Rates of interest- nominal and effective and their inter-relationships, Compounding and discounting of a sum using different types of rates.

**Total : 60 Hrs**

#### **List of Practicals**

1. Take the case of a business problem and identify the decision-making variables and assess their functional relationship with other variables affecting the decision in a business situation. **5 Hrs**
2. Use commonly used statistical packages to apply various statistical tools to a data set available through secondary sources; **5 Hrs**
3. Showcase their understanding of basics of excel: Organizing data with Excel – Performing simple computations and aggregations using Excel. **5 Hrs**
4. Apply Excel to carry out Mathematics Operations sum, multiplication, division, matching Data and other arithmetic operations. **5 Hrs**
5. Working with Summing and other Reporting functions in Excel - Working with pivot tables and charts – Using Excel for Data Analytics: Power Query - Power Pivot - Power view - Power Map – Building tips - Display tips - Keyboard shortcuts – Mouse shortcuts - Standardized layouts –Understanding table based and spreadsheet-based layouts. **5 Hrs**
6. Showcase their understanding of data cleansing techniques using External Data – Searching and Combining Data with Power Query: Getting started with Power Query - Know the Environment tabs and toolbars - Access new or existing reports - Importing and combining data from databases, web, files - Splitting and aggregating data - Discovering and Analyzing data. **5 Hrs**
7. Data with Power Pivot: Database concepts - Loading Data into Power Pivot – Using Power Query and Power map add-ins - Designing Pivot Table reports - Filtering data - Creating Custom functions and formulas - Formatting Pivot Tables - Managing Power Pivot Data - Setting Connection properties - Managing Data sources – Configuring Pivot Table Options, Preparation of Histograms - Pareto charts – Box plots – Tree map and Sunburst charts. **5 Hrs**
8. Apply Excel to calculate Mean, Median, Mode, Standard Deviation and interpret the same **5 Hrs**
9. Execute Correlation Coefficient and Selected Reports through Excel and Interpret the same **5 Hrs**
10. Maintain Excel file and apply export data and import data functions. **5 Hrs**
11. Take the business case and assess how the use of matrices help in deciding about competing alternatives both under constrained and unconstrained situations. Make use of computer aided software packages and prepare the report. **5 Hrs**
12. Gather information about various deposit and loan schemes of banks and other financing institutions to find out interest rate differential, and compounded value. **2 Hrs**
13. Create Linear Regression Models Using Excel: Interpretation of results. Applying tests for heteroscedasticity and multi-collinearity. **3 Hrs**

**Total : 60 Hrs**

**Note: Practical is supported by Tutorial**

**Text Books**

1. Alexander, M., Decker, J., & Wehbe, B. (2014), “*Microsoft Business Intelligence Tools for Excel Analysis*”. New Jersey: Wiley. Kumar, D. U. (2017).
2. Bernard Marr, (2015), “*Big Data -Using Smart Big Data Analytics to make Better Decisions and Improve Performance*”, John Wiley & Sons Ltd, U.K.
3. Bhardwaj, R. S. (2019), “*Business Mathematics and Statistics*”, Scholar Tech Press. New Delhi.
4. Richard, I. L., Masood, H. S., David, S. R., & Rastogi, S. (2017), “*Statistics for Management*”, New Jersey: Pearson Education.

**References Books**

1. Provost, F., & Fawcett, T. (2013), “*Data Science for Business*”, O’Reilly Media, New York.
2. Thukral, J. K. (2017), “*Business Mathematics and Statistics*”, Maximax Publications, New Delhi.
3. Vohra, N. D. (2014). “*Business Mathematics and Statistics*”, Tata McGraw Hill Education India, New Delhi.

**Course Outcome**

After completion of the course, the students will be able to:

1. Acquire proficiency in using different mathematical tools in solving real life business and economic problems.
2. Able to analyse the data using Excel.
3. Build and enhance data analytics capabilities by adapting the appropriate statistical and mathematical solutions.
4. Criticise and Interpret Analytics reports and effectively interpret and prepare reports.
5. Numericize real life scenario and apply analytics for business decisions.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	M	L	M	M	H	M	H	M	H	M	M
CO2	H	M	H	H	H	L	H	M	L	L	M	H	M
CO3	M	M	H	H	L	H	L	M	L	L	M	H	L
CO4	M	M	M	H	M	M	H	H	H	H	L	M	H
CO5	M	L	M	M	L	M	H	L	H	H	M	M	H

## Retail Consumer Behaviour and Marketing

Semester II  
23BREC05

Hours of Instruction/week: 8(L: 4, P: 4)  
No. of credits: 6

### Course Objectives

1. Provide insights on retail shoppers and their behaviour.
2. Encourage identification of shoppers' profiles and design retail strategies for different customer profiles.
3. Elaborate on Marketing Mix Decisions based on paradigm shifts in Customer experience and relationship marketing.
4. Provide knowledge on applying Marketing Mix strategy to retailing.
5. Impart skills to carry out consumer behaviour research and design retail marketing mix.

### Unit I Overview

12 Hrs

**Retail Shoppers:** Retail shopper characteristics – Internal, Interpersonal, External

**Shopping Behaviour:** Types, Factors, Motives, Shopping Process, Shoppers Decision Models - Nicosia Model of Consumer Decision-making, Howard-Sheth Model, Engel Blackwell and Miniard Model, Attitude Intention and Behaviour Models, Consumer Comfort Model, Store Choice Behaviour Models, Technology adaptation and consumer behaviour models.

### Unit II Market Research and Global Behaviour

12 Hrs

**Research:** Process, Retail Information Systems, Business Analytics Application – Shopper Profiling and Link Analysis.

**Global Consumer Behaviour:** Online Buying Behaviour, Consumer Buying Habits, Perceptions of Emerging Non-Store Choices, Consumer Responses to Direct Marketing Approaches, Issues of Privacy and Ethics

### Unit III Marketing

12 Hrs

**Marketing:** Meaning, Scope, Marketing concepts – Production, Product, Selling, Marketing, Societal Marketing, Customer Relationship Marketing, Marketing 4.0

**Marketing Mix:** P's for Service Marketing, A's and C's of Service Marketing Models.

**Relationship Marketing:** Concepts – Trust, Commitment, Mutual Connection, Relational Bonds, Relationship marketing Programs and Strategies, Ethics, Social Responsibility, Consumer Protection.

**Consumer Experience:** Consumer Resources, Experience domains, Consumer experience Modelling, Customer Experience of Digital World, Leveraging technology for customer experience.

**STP Marketing:** Market Segmentation –approach, procedure and requirements, Target Marketing, Product Positioning.

### Unit IV Product Decisions

12 Hrs

**Product:** Personality, Individual Product Decisions- Attributes, Branding strategies, Packaging and labeling, Product Portfolio –Product Mix Decision, Product Line Decision, New Product Development and Launch.

**Retail Product and Brand Management:** Product assortment strategy- customer perception, product selection, Brand Management- Retail store as a Brand, Drivers, Retail Branding strategy- Store Brands, Private Labels, Premium- Lite store brands, Retail Co-Branding.

## Unit V Pricing and Promotion Decisions

12 Hrs

**Pricing:** Objective, Approaches, Strategies, Retail Pricing- Practices, Base price tactics, Private Label Brands, Pricing Strategies. Setting retail pricing- Concepts, calculations, methods, consumer response pricing,

**Promotions Strategy:** Components, Advertising –Definition, Decisions – Mission, Money, Media, Message and measurement. Sales Promotion - Definition, Techniques. Retail Sales Promotion- Objectives, Seller oriented sales promotion, point of purchase sales promotion, steps in designing retail promotions. Retail Advertisements: Campaign, Steps. Personal Selling-Principles- Sales Force Design and Management, Aggressive selling. Retail Personal Selling-Objectives, Types, Selling process, Publicity- Types, Co-Branding, Co-Marketing.

**Retail Customer Relationship Management Strategies:** Personalisation, special treatments benefits, communication benefits, customer service, loyalty programs.

**Total : 60Hrs**

### List of Practicals

**Team Activities: Team of 3 Members to do the activities and submit individual reports**

- 1 Analyse the impact of various environmental forces in the context of a given durable and non durable product and relate it to retail designs. **6 Hrs**
- 2 Identify the A's and C's for a retail outlet and present **6 Hrs**
- 3 Collect data on consumer Demographics, Life style and shopping habits. **6 Hrs**
- 4 Cluster the data collected in exercises and create customer profile, customer in a local area and suggest product portfolios for a local retail outlet. **6 Hrs**
- 5 Compare and analyse segmentation and the marketing mix strategy of a Kirana shop, Retail chain and e-Commerce site. **6 Hrs**
- 6 Select any retail outlet and analyse its segmentation strategy in comparison to its immediate competitors. **6 Hrs**
- 7 Find out ethical concerns of customers with regard to various marketing mix decisions in regard to a given retail outlet. **6 Hrs**
- 8 Perform a content analysis of various advertising campaigns of retail outlets. **6 Hrs**
  1. Identify objective of an advertisement forming part of an advertising campaign
  2. Find out the target audience of a campaign
  3. Prepare a report on various media options used in a campaign.
  4. Prepare a report on message strategy and copy elements used in the campaign.
- 9 Identify and present the impact of personal grooming, etiquettes and CRM tools used by the sales people in the context of 2 retail outlets **6 Hrs**
- 10 Design an integrated marketing plan/ advertisement for an imaginary retail outlet and Present the Same. **6 Hrs**

**Total : 60Hrs**

**Note:** The students are encouraged to apply spreadsheets MS Word and PowerPoint

### Text Books

1. **Leon G. Schiffman, Leslie Lazar Kanuk,**( 2004), *“Consumer Behaviour”*, Pearson Prentice Hall, 8<sup>th</sup> Edition, New Delhi.
2. **Philip Kotler, Kevin Keller** (2014), *“Marketing Management”*, 13<sup>th</sup> Edition, Prentice Hall of India, New Delhi.
3. **Ramaswamy V.S,Namakumari D.** (2013), *“Marketing Management: Global perspective eIndian context”*, 5<sup>th</sup> edition, Macmillan Publishers India Ltd., New Delhi.



## Reference Books

1. **Barry Berman, Joel R Evans** (2012), *“Retail Management – A Strategic Approach”*, 12<sup>th</sup> edition, Pearson Education, New Delhi.
2. **Belch, GE., Belch, M.A., Purani .K**(2009), *“Advertising and Promotion: An Integrated Marketing Communication Perspective”*, Mc. Graw Hill Education
3. **David Kosiur** (1997), *“Understanding Electronic Commerce”*, 1<sup>st</sup> edition, Microsoft Press, US.
4. **Etzel, MJ., Walker, BJ Stanton, WJ., & Pandit, A.** (2010), *“Marketing”*, New York: McGraw Hill.
5. **John W.Gosney and Thomas P. Boehm** (2000), *“Customer Relationship Management Essentials”*, 1<sup>st</sup> Edition, Prima Tech, US.
6. **S.C.Bhatia** (2008), *“Retail Management”*, 1<sup>st</sup> edition, Atlantic Publishers, New Delhi
7. **U.C. Mathur** (2010), *“Retail Management”* Text and Cases, I.K Publishing House Pvt.Ltd., New Delhi.

## Course Outcome

After completion of the course, the students will be able to

1. Identify retail shoppers profiles and design strategies.
2. Analyse retail shopper’s behaviour, decision process and their technology adaptation level to design retail strategies and management processes.
3. Analyse the process of marketing decisions involving product development and its role in value creation.
4. Identify Marketing Strategies that can be applied for Retailing.
5. Critically review and interpret customer experience, integrated marketing and e-retailing and adopt the best practices.

## CO-PO Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	M	M	M	H	M	H	M	H
CO2	H	H	H	L	H	L	H	M	H	L	M	H	M
CO3	M	L	M	L	L	H	H	M	L	H	M	H	L
CO4	H	H	H	H	M	L	M	H	H	H	L	L	H
CO5	H	H	L	H	L	M	M	H	H	H	M	M	H

## Professional Development Course - II

### Consumer Research

Semester II  
23BREPD2

Hours of Instruction/week: 1 (P: 1)  
No. of credits: Remarks

#### Course Objectives

1. Provide insights on nature and scope of market research.
2. Enumerate the market research process and procedures.
3. Elucidate basic statistical techniques for data analysis.
4. Orient the relevance of the research to take retail decisions.
5. Build competencies to effectively research, document and apply research results.

#### List of Practicals

1. Consumer Research: Problem Identification and Definition, Gap Analysis, Review of Literature.
2. Formulating Research Design and Plan
3. Research Problem and Conceptualisation, Identification of Dimension, Variables and Metrics of Measurement, Sample Design, Development of Research Instrument/Experimentation Plan.
4. Develop Data Interpretation and Suggestions for Retail Strategies
5. Collect, Enter and Analyse the Data
6. Develop Data Collection Plan

**Total : 15Hrs**

**Note:** The students will be divided into groups of 4 to 5 members, given a topic on Retail Management and have to present the mini project report.

#### Text Books

1. **Tull and Hawckins** (2000), "*Marketing Research*", 4<sup>th</sup> Edition. Tata McGraw Hill.
2. **Panneerselvam R**(2016), "*Research Methodology*", 2<sup>nd</sup> Edition, PHI Publications, New Delhi.

#### Reference Books

1. **Cooper Schindler.**, (2014), "*Business Research Methods*", McGraw Hill Education.
2. **G.C. Beri.**, (2008), "*Marketing Research*", 8th Edition, Tata McGraw Hill.
3. **Malhotra, K. Naresh.**, (2014), "*Marketing Research and Applied Orientation*", 7th Edition, Pearson, India.
4. **S. N. Murthy, U. Bhojanna** (2010), "*Business Research Methods*", 3rd edition, Excel Books New Delhi.

#### Course Outcome

After completion of the course, the students will be able to

1. Develop knowledge about applications of marketing research in real situations
2. Formulate research plan to capture shoppers behaviour.
3. Apply research methodology to carry out real time research.
4. Collect, Analyse and Interpret data to solve research problem identified.
5. Apply their competencies to identify Business Solutions or Retail Business Solutions based on Consumer Research

## Managerial Economics

Semester III  
23BREC06

Hrs. of Instruction/Week:8(L:4,P:4)  
No. of credits: 6

### Course Objectives

1. Provide knowledge of economics concepts and its applicability for managerial decision making.
2. Familiarize the macroeconomics concepts that impact business and organisations.
3. Elucidate the demand and supply analysis and indifference curve analysis for managerial decisions.
4. Provide insights of real applications of production functions and cost and revenue models under different market situations.
5. Enumerate the forecasting and economic analysis techniques for effective management decisions

### Unit I Introduction

12 Hrs

**Managerial Economics:** Definition, Economic Principles for Managerial Decisions - Opportunity Cost, Incremental, Time Perspective, Discounting and Equi-marginal, Application of economic theories in Managerial Decision.

### Unit II Demand and Supply

12 Hrs

**Demand and Supply:** Concept, Determinants, Elasticity, Law of Demand and Supply - Concept, Exceptions, Input-Output decision.

**Demand Forecasting:** Meaning, Objectives, Factors, Methods-Time Series, Trend analysis, Regression Models and Interpretation.

**Cardinal Utility Analysis:** Diminishing Marginal utility and Equi marginal Utility, Ordinal utility analysis of consumer Behaviour- budget line and indifference curve, consumer equilibrium. Income consumption curve and Engle curve, Price Consumption curve and derivation of demand curve, Income, Substitution, Effect of a price change, Consumer Surplus, Revealed Preference theory.

### Unit III Production and Cost

12 Hrs

**Production Function:** Concept Definition, Types of products, Law of variable proportions, Assumptions, Limitations and Significance. Isoquant curves - Definition, General properties of isoquant curves, marginal rate of technical substitution, economic region of production, ISO costlines, optimal combination of resources, the expansion path, returns to scale.

**Cost of production:** Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economies and Diseconomies of scale and the shape to the long run average cost.

**Revenue Analysis:** Meaning, Average Revenue and Marginal Revenue.

### Unit IV Pricing and Market

12 Hrs

**Theory of pricing:** cost plus pricing, target pricing, marginal cost pricing, going rate pricing; Objective of business firm.

**Concept of Market:** classification of market-perfect competition, monopoly, monopolistic competition and oligopoly. Price determination and equilibrium of firm in different market situations; Factor pricing.

### Unit V Macro Aspect of Business Economics

12 Hrs

**Concept:** National Income and its measurement, Gross National Product, Net National Product, Net National Income, GDP, Balance of trade, Balance of Payment, Employment, Fiscal and

Monetary policies, Business Cycle phases and causes, Inflation and Deflation causes and remedial action, Consumption, Income, Savings and investment.

**Total: 60 Hrs**

**List of Practicals** –Group Practicals – Group shall consists of 3 to 5 members

1. Apply concept of demand analysis in real life and submit a report on various scenarios presented **4Hrs**
2. Visit local markets and classify firms into various markets **4 Hrs**
3. Prepare a production schedule for a hypothetical product under and particular condition of demand supply **4 Hrs**
4. Identification of Cost and Revenue elements to run a Small Retail outlet – Practical Assignment and Presentation **4 Hrs**
5. Analyse the effects of changes in demand and supply on pricing policies and consumption **4 Hrs**
6. Identify two commodities, note the price fluctuation of these commodities for a period of three weeks and justify the demand supply effect on pricing **4 Hrs**
7. Problem solving related to demand forecasting – three problems **4 Hrs**
8. Visit a retail outlet and select three products and note the sales of these three products in a week and forecast the next months demand for the products **4 Hrs**
9. Select a seasonal product and a non-seasonal product and identify the demand fluctuations of both and justify the answer. **4 Hrs**
10. Analyse the GDP growth of India for the past 2 years and comment on the sector wise contribution to the GDP **4 Hrs**
11. Analyse the budget and relate the budget features to India’s GDP, fiscal deficit, **4 Hrs**
12. Analyse the FDI flow into India and comment of its growth and government support **4 Hrs**
13. Comment on the effect of Inflation on India’s economic growth **4 Hrs**
14. Study the Human development Index of India and suggest measures for human development in India **4 Hrs**
15. Predict the growth of retail sectors with evidences from the service sectors economic growth reports. **4 Hrs**

**Total: 60 Hrs**

#### **Text Books**

1. **Varshney, Maheshwari**(2010), “*Managerial Economics*”, 2<sup>nd</sup> Edition, Sultan Chand & Sons , New Delhi
2. **Dr.S.Sankaran** (2016), ‘*Managerial Economics*’ 5<sup>th</sup> edition, Margham Publication, Chennai.
3. **Ahuja H.L.**(2019), “*Theory of Micro Economics*”, New Delhi: Sultan Chand Publishing House.
4. Koutsoyannis, A. (1975). “*Modern Microeconomics*”. London: Palgrave Macmillan.
5. **Chaturvedi, D. D, Gupta, S. L.** (2010),“*Business Economics Theory & Applications*”. New Delhi: International Book House Pvt .Ltd
6. **Adhikari M**(2000),“*Business Economics*”, New Delhi: Excel Books.
7. **Kennedy M.J** (2010),”*Micro Economics*”, Mumbai: Himalaya Publishing House.
8. **Seth M. L** (2017),“*Micro Economics*”, Agra: Lakshmi Narain Agarwal Educational Publishers. Relevant study material of ICAI: www.icai.org.

#### **Reference Books**

1. **Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri, Anindya Sen** (2010), “*Economics*”, 19<sup>th</sup> edition, Tata McGraw Hill, New Delhi.
2. **William Boyes, Michael Melvin** (2005), “*Textbook of Economics*”, 3<sup>rd</sup> edition, Biztantra, New Delhi.

3. **Gregory Mankiw N** (2007), "*Principles of Economics*", 6<sup>th</sup> edition, Thomson Earning, New Delhi.
4. **Richard Lipsey and Alec Charystal** (2011), "*Economics*", 12<sup>th</sup> edition, Oxford University Press, New Delhi.
5. **Karl E. Case and Ray C. Fair**(2002), "*Principles of Economics*", 10<sup>th</sup> edition, Pearson Education Asia, New Delhi.
6. **Adhikary, M.** (2000), "*Business Economics*", 2<sup>nd</sup> edition, Excel Books, New Delhi.
7. **P.L.Mehta (2013)**, "*Managerial Economics, Analysis, Problems and Cases*", 8<sup>th</sup> edition, Sultan Chand & Sons, New Delhi.

### Course Outcomes

After completion of the course, the students will be able to:

1. Integrate the basic concepts of economics for optimal business decisions.
2. Analyze the demand and supply conditions to assess the market viability
3. Comprehend the effect of Production, Cost and Revenue on demand forecasting and pricing..
4. Design competitive strategies based on the market environment, nature of products and structure of markets.
5. Analyze real-world business problems from the economic perspective.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	M	M	M	M	M	L	H	M	M	M
CO2	H	L	H	M	H	H	M	L	M	M	H	H	H
CO3	H	M	M	M	M	L	H	H	M	H	H	M	M
CO4	M	H	M	H	L	M	M	M	M	H	M	M	M
CO5	M	M	M	H	M	H	H	H	H	H	M	H	H

## Retail Operations Management

Semester III  
23BREC07

Hrs of instruction per week:6(L: 5,T:1)  
No. of credits: 6

### Course Objectives

1. Provide insights for the crucial importance of retail operations in today's business environment.
2. Elucidate the importance of store location for a retailer.
3. Familiarise with the basic functional skills and knowledge in a variety of retail store scenarios.
4. Develop analytical skills in deepening inventory knowledge and retail operations.
5. Familiarise the students to develop knowledge in retail methods of Inventory valuation.

### Unit I Retail Operations Planning

15 Hrs

**Retail Operations:** Definition, Retail operation management, features.

**Targeting Customers and Gathering Information:** Identifying and Understanding Consumers- Consumer Demographics and Lifestyles, Consumer Needs and Desires, Shopping Attitudes and Behaviour, Retailer Actions - Mass Marketing Strategies, Concentrated Marketing Strategies, Differentiated Marketing Strategies, Environmental Factors Affecting Consumers.

**Information Gathering and Processing in Retailing:** Information Flows in a Retail Distribution Channel, Retail Information System - Building and Using a Retail Information System, Database Management, Gathering Information through the UPC and EDI, Marketing Research Process.

### Unit II Store Location Decision

15 Hrs

**Choosing a Store Location:** Trading-Area Analysis - Use of Geographic Information Systems in Trading, Area Delineation and Analysis, Size and Shape of Trading Areas, Delineating the Trading Area of an Existing Store, Delineating the Trading Area of a New Store, Characteristics of Trading Areas - Population, Nature of Competition and the Level of Saturation.

**Site Selection:** Types of Locations-Isolated Store, Unplanned Business District, Planned Shopping Centre, Choice of a General Location, Location and Site Evaluation - Pedestrian Traffic, Vehicular Traffic, Parking Facilities, Transportation, Store Composition, Specific Site, Terms of Occupancy, Overall Rating.

### Unit III Man aging a Retail Business

15 Hrs

**Human Resource:** Setting Up a Retail Organization, Organizational Patterns - Small Independent Retailers, Department Stores, Chain Retailers, Diversified Retailers, Human Resource Management in Retailing, Human Resource Management Process in Retailing.

**Financial:** Profit Planning, Asset Management - Strategic Profit Model, Key Business Ratios, Financial Trends in Retailing, Budgeting -Preliminary Budgeting Decisions, Ongoing Budgeting Process, Resource Allocation - Magnitude of Various Costs, Productivity.

**Operational:** Operations Blueprint, Store Format, Size, and Space Allocation, Personnel Utilization, Store Maintenance, Energy Management, and Renovations, Inventory Management, Store Security, Insurance, Credit Management.

### Unit IV Merchandise Management- Planning and Implementation

15 Hrs

**Merchandise Plans:** Merchandising Philosophy, Buying Organization Formats and Processes - Level of Formality, Degree of Centralization, Organizational Breadth, Personnel Resources, Functions Performed, Staffing , Devising Merchandise Plans - Forecasts , Innovativeness , Assortment, Brands, Timing, Allocation, Merchandising Software - General Merchandise Planning Software, Forecasting Software, Innovativeness Software, Assortment and Allocation Software, Category Management Software.

**Merchandise Plan Implementation:** Gathering Information, Selection and Interaction with Merchandise Sources, Merchandise Evaluation, Purchase Negotiating, Concluding Purchases,

Receiving and Stocking Merchandise, Reordering Merchandise, Re-evaluating on a Regular Basis.

**Unit V Merchandise Management– Logistics and Finance** **15 Hrs**

**Logistics:** Performance Goals, Supply Chain Management, Order Processing and Fulfilment, Transportation and Warehousing, Customer Transactions and Customer Service, Inventory Management- Retailer Tasks, Inventory Levels, Merchandise Security, Reverse Logistics, Inventory Analysis.

**Financial Merchandise Management:** Inventory Valuation – Methods, Merchandise Forecasting and Budgeting , Control - Designating Control Units, Sales Forecasting, Inventory-Level Planning, Reduction Planning, Planning Purchase, Planning Profit Margins, Unit Control Systems- Physical, Perpetual, Unit Control, Financial Inventory Control - Stock Turnover and Gross Margin Return on Investment , Reorder levels.

**Evaluation:** Store operating parameters, strategic resource model in retailing, Designing a performance measurement model, Remedial strategies.

**Total: 75 Hrs**

**Tutorials: Group Discussions / Field Work / Assessments**

1. Analyze the Demographics, Lifestyle Shopping attitude of in-campus students. Present a report on the types of retail outlets that can be established in campus. **3 Hrs**
2. Suggest ten retail actions that can attract and satisfy the new millennials. **2 Hrs**
3. Select a area, conduct a trade area analysis and discuss its features. **2 Hrs**
4. Discuss how reduction in barriers to cross border commerce and digital revolution has evolutionized retail operations. **2 Hrs**
5. Visit various types of retail outlets and discuss the organization structure. **2 Hrs**
6. Identify retail sector and list the reasons for retail shrinkage. **2 Hrs**
7. Visit a mall, each group select three outlets of one sector and present the merchandise plan. **2 Hrs**

**Total : 15Hrs**

**Textbooks**

1. **Chatterjee P. M., Berman B. R., Evans, J. R.** (2017), *“Retail Management”*, Global Edition, Pearson Education, United Kingdom.
2. **James R Ogden and Denise T Ogden,**(2005),*“Integrated Retail Management”*, Dreamtech Press, Biztantra.

**Reference Books**

1. **Gibson G Vedamani,** (2004), *“Retail Management – Functional Principles and Practice”*, Jaico Publishing House, Second edition, New Delhi.
2. **Swapna Pradhan** (2004), *“Retailing Management: Text and Cases”* – Tata McGraw Hill Publishing Company Ltd, New Delhi

**Course Outcomes**

After completion of the course, the students will be able to

1. Comprehend the concepts and areas of retail operations.
2. Apply techniques for analysing and managing retail operations.
3. Designing scientific methods for various retail operations.
4. Comprehend between various retail operations and interlink them.
5. Evaluate the effectiveness of various retail operations and suggest improvements.

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	H	L	L	M	L	H	M	H	H	H	H	H	L
CO 2	H	H	M	H	M	H	M	M	M	H	M	H	L
CO 3	M	M	M	L	H	M	M	L	L	M	L	M	M
CO 4	M	L	M	H	H	L	L	M	H	H	H	H	H
CO 5	H	M	L	H	M	M	M	H	H	M	M	L	M



## Digital Marketing

Semester III  
23BREDE1A

Hrs. of Instruction/week:8 (L:4, P:4)  
No. of credits: 6

### Course Objectives

1. Provide insights about the Digital Marketing tools and processes
2. Imbibe skills to develop Digital Marketing Communications that will gain visibility
3. Inculcate application of techniques and tools in formulating Digital Marketing strategies
4. Infuse knowhow to integrate the various Digital Marketing Strategies.
5. Interpret Digital Marketing analytics for Effective Digital Marketing Strategies.

### Unit I Introduction

12 Hrs

**Digital Marketing:** Concept, scope, importance, Traditional marketing versus digital marketing, Challenges and opportunities.

**Digital marketing landscape:** Overview, Digital penetration in the Indian market, Benefits to the customer an overview, Ethical issues and legal challenges in digital marketing, Regulatory framework for digital marketing in India.

### Unit II Strategies

12 Hrs

**Strategies:** Segmentation, Targeting, Differentiation, Positioning- Concept, levels, digital-marketing mix and strategies in a digital environment, Digital technology and customer-relationship management, Digital consumers and their buying decision process.

### Unit III Tactics

12 Hrs

**Internet Marketing:** Digital Marketing Presence Concept and role of Internet in marketing, Online marketing domains, The P.O.E.M framework, Website design and Domain name branding, Search engine optimization- stages, types of traffic, tactics.

**Online advertising:** Types, formats, requisites of a good online advertisement, Buying models, Online public relation management.

**Direct marketing:** Scope and growth, Email marketing, Facebook marketing, YouTube and Video marketing, Twitter Marketing, Instagram Marketing- types and strategies.

### Unit IV Interactive Marketing

12 Hrs

**Interactive marketing:** Concept and options.

**Social media marketing:** Concept and tools, Online communities and social networks.

**Blogging:** Types and role, Video marketing- tools and techniques, Mobile marketing tools, PPC marketing, Payment options.

### Unit V Artificial Intelligence

12 Hrs

**Artificial Intelligence in Marketing:** Introduction, AI Applications and process, Benefit of AI in Marketing Automation, Content creation with AI, AI Tools available for Digital marketing.

**Marketing 4.0:** Fundamentals- Power Shifts, Paradoxes, Influential Digital Subcultures, Marketing Framework – New Customer Paths, Marketing Productivity Matrix, Industry Archetypes and Best Practices.

**Total: 60 Hrs**

### List of Practicals

1. Prepare a report on the difference between the popularity of any brand using both digital advertising as well as traditional advertising tools; versus any one brand still focusing most of funds on traditional advertising tools. **8 Hrs**
2. Create hypothetical advertising tools using Google Ads. **8 Hrs**
3. Creation of Business Sites and Web Pages using Google Business **8 Hrs**
4. Apply Keyword Research, Search Behaviour Analysis, SEO Techniques to modify business site created. **8 Hrs**
5. Application of Google Adword, Keyword Research for PPC and display advertisement **8 Hrs**
6. Marketing Through Facebook, Twitter, LinkedIn, Google+, YouTube, Blogs **8 Hrs**
7. Google Analytics Application and Template Creation for Strategic Plans **8 Hrs**
8. Prepare a report on all the possible sources of digital marketing like, Facebook, Instagram, etc. **4 Hrs**

**Total: 60 Hrs**

### Text Books

1. **Eric Enge, Stephan Spencer, Jessie Stricchiola**(2015), *“The Art of SEO: Mastering Search Engine Optimization”*, 3<sup>rd</sup> Edition, O’Reilly Media Inc., USA.
2. **Ian Dodson** (2018), *“The Art of Digital Marketing”*, Wiley India Pvt. Ltd., New Delhi

### Reference Books

1. **Mike Moran, Bill Hunt**(2014) *“Search Engine Marketing, Inc. Driving Search Traffic to Your Company’s Web Site”*, Pearson Education, New Jersey.
2. **Simon Kingsnorth**(2016), *“Digital Marketing Strategy: An Integrated Approach to Online Marketing”*, 2<sup>nd</sup> Edition, Kogan Page, New Delhi.

### Course Outcomes

After completion of the course, the students will be able to

1. Develop digital marketing communications that will gain visibility.
2. Design digital marketing plans and strategies.
3. Integrate various digital marketing channels to promote business.
4. Apply analytics for formulating digital marketing strategies and measuring effectiveness
5. Apply strategies for effectiveness of digital marketing.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	H	H	H
CO2	H	M	H	H	M	H	H	H	M	H	M	L	M
CO3	H	H	H	H	H	M	L	M	H	L	M	H	L
CO4	H	M	M	H	M	H	H	H	M	H	L	M	H
CO5	H	H	L	M	H	H	M	H	L	H	M	L	H

## Cost and Management Accounting

Semester III  
23BREDE1B

Hours of Instruction/week: 8(L: 4, P: 4)  
No. of credits: 6

### Course Objectives

1. Develop understanding on the contemporary cost concept and rational approach towards cost systems and cost ascertainment.
2. Knowledge about various methods of cost determination under specific situations.
3. Impart knowledge about the use of financial, cost and other data/information for the purpose of managerial planning, control and decision making.
4. Develop the ability to use information determined through cost accounting for decision making purpose.
5. Enable to preparation, analysis and interpretation of financial statements.

### Unit I Introduction

12 Hrs

**Cost Accounting:** Cost Accounting, Cost Centres-Concepts, Cost Units, Classification, Overheads, Simple Cost Sheet, historical and estimated cost sheets, Tenders and quotations, Contract costing, Activity based costing(ABC).

**Management Accounting:** Meaning, Nature, Scope, Objectives, Importance, Limitations, Management Accounting vs Cost Accounting.

### Unit II Marginal Costing and Break Even Analysis

12 Hrs

**Volume-Profit(CVP) Analysis:** Meaning, concept-assumptions, Applications of Break-even analysis, decisions sales mix-make or buy, limiting factor, export decision-plant merger, shutdown of a product line.

### Unit III Budget and Budgetary Control

12 Hrs

**Budget and Budgetary Control:** Meaning, establishing a system, Preparation of Sales-Production, Cash Budget-Fixed and Flexible Budgets, Master budget-Zero Based Budgeting(ZBB)-Performance Budgeting, Cash Budget-Fixed and Flexible budgets, Master budget, Zero Based Budgeting(ZBB), Performance Budgeting.

### Unit IV Analysis of Financial Statements

12 Hrs

**Analysis and Interpretation of Financial Statements:** Objects, importance, Types of financial analysis -Comparative statements, Common size statements, Ratio analysis, Preparation of Balance sheets in ratios, Fund flow analysis, Fund flow statement, Preparation-Cash flow statement, cash flow analysis, Analysis of income statements of ports/shipping companies, DuPont Analysis..

### Unit V Standard Costing and Variance Analysis

12 Hrs

**Standard Costing and Variance Analysis:** Standard Cost- Meaning, Relevance and Significance, Computation of Standard Costs, Materials, Labour and Overhead Variances, Comparison between Budgeting and Standard Costing, Variance reporting-Responsibility Accounting-Meaning, Objects and types Management Reporting.

**Total: 60Hrs**

### List of Practicals

1. Prepare a cost statement for manufacturing and/ or service organisation. **5Hrs**
2. Identify the items to be included and excluded in the cost system. **5 Hrs**
3. Apply different price determination methods to assess sales price. **5 Hrs**
4. Prepare a cost statement for different processes. **5 Hrs**
5. Calculate impact of material consumption, usage and wastages on total Material cost. **5Hrs**
6. Prepare of different format of acquisition of material and storage. **5 Hrs**

7. Suggest suitable cost system for different types of services organisation. **5 Hrs**
8. Analyse Research & Development cost in pharmaceutical & similar industry. **5 Hrs**
9. Visit industries to understand process costing, ABC concept. **5Hrs**
10. Prepare monthly cash budget, expense budget, activity budget, for a small retail shop, club, student association, college and also purchase/production/sales budget for a small factory. They shall also prepare time budget for specific job or function. **5 Hrs**
11. Compute Break Even Sales for small shops like Grocery (kirana) store, pharmacy, etc. by finding out monthly sales volume, variable expenses and fixed expenses. **5 Hrs**
12. Apply standard costing in factories/industries available in the locality. **5 Hrs**

**Total : 60Hrs**

#### Text Books

1. **Arora. M** (2012), "*Cost and Management Accounting*", Vikas publishing house Pvt Ltd, Noida.
2. **I. M. Pandey** (2019), "*Financial Management*", Vikas Publishing House Pvt Ltd., Noida.
3. **Jain S.P and Narang**, (2016), "*Cost Accounting Principles and Practice*". Kalyani Publishers, New Delhi, 5th Edition.

#### Reference Books

1. **Khan and Jain** (2018), "*Financial Management*", McGraw Hill Education – 7<sup>th</sup> Edition., Noida
2. **T.S. Reddy & Y. Hari Prasad Reddy** (2014), "*Cost and Management Accounting*", Margham Publications, Chennai.

#### Course Outcome

After completion of the course, the students will be able to:

1. Determine various types of cost in retailing
2. Prepare cost estimate for retail outlets.
3. Prepare various budgets and to measure the performance of the business firm applying budgetary control measures.
4. Analyse the role of ERP in cost and management accounting.
5. Develop competencies and knowledge to become management and cost accounting professionals.

#### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	H	H	M
CO2	H	M	H	H	M	H	M	L	M	H	M	M	H
CO3	H	H	H	H	H	M	L	M	H	L	M	H	L
CO4	H	M	M	H	M	H	H	H	M	H	L	M	H
CO5	H	H	M	M	H	H	M	M	H	H	M	M	H

## Creativity and Innovation

**Semester III**  
**23BREDE1C**

**Hours of Instruction/week: 8(L: 4, P: 4)**  
**No: of Credits: 6**

### Course Objective

1. Explore approaches used by managers and organizations for creating and sustaining high levels of innovation.
2. Elucidate various idea generation strategies and problem-solving methods
3. Enumerate innovative business models that compete the business environment
4. Outline the significance of innovative leadership
5. Impart knowledge on patents through conducive ecosystem

### Unit I Introduction

**12Hrs**

**Creativity:** Meaning, Concept, Creativity and Process, Characteristics, Creative Persons, Factors affecting Creativity, Recognizing and Avoiding Mental Blocks, Thinking Preferences, Risk Taking, Creativity Styles, Creative Thinking Tools, Innovation Vs. Innovation Creativity, Types, Incremental & Radical.

### Unit II Idea Generation and Creativity in Problem Solving

**12Hrs**

**Ideation:** Pattern Breaking Strategies, Mind stimulation, Games, Brain-twisters and Puzzles.

**Idea collection processes:** Brainstorming/Brain-writing, SCAMPER methods, Metaphoric thinking, Outrageous thinking, mapping thoughts, Eight-Dimensional (8D) Approach in Ideation, Systematic Inventive Thinking- TRIZ methodology.

### Unit III Innovation Management

**12Hrs**

**Innovation Management:** Process and Typology, Methods and Techniques; Arenas of Innovative Competence.

**Categories of Innovation:** Product, Process, and Service Finance (Venture Capital, Angel Investors), Offerings, Delivery, Evaluation of Effectiveness of Innovation.

### Unit IV Innovation Ecosystem

**12Hrs**

**Innovation Ecosystem:** Essence, Dimensions of the Ecosystem, Intrinsic Motivation and Extrinsic Motivation, Leadership Styles fostering Innovation, Organizational Alignment- Creating Self-Sustaining Culture of Innovation, Organizational Enrichment.

### Unit V Intellectual Property

**12Hrs**

**Intellectual Property:** Patents (novel, useful, and not obvious), Copyrights, Trademarks.

**Transforming Innovations into Proprietary Assets:** Significance, steps, Strategizing Intellectual Property, Issues of IP Enforcement, Piracy, Counterfeiting, Copyright violation, IPR and New Product Development, Government Policies and Issues on National and International IP Legislations and Treaties.

**Total: 60Hrs**

### List of Practicals

1. Identify a creative person to comprehend, analyze, and present a report highlighting the contribution of his/her creative work. **12 Hrs**  
Generate a creative idea for business and present the same in the class for **12 Hrs**
2. critical evaluation by other learners regarding its uniqueness and feasibility.
3. Identify an Innovative Business Model (like Amazon, Redubs, Flipkart, **12 Hrs**

- Ola, Uber, Big Basket, Zomato, Swiggy, etc.) used by an organization recently and present a report on Business Competence achieved by it.
4. Analyse the case study on Innovative Leader or any other case study on innovation and present a report on the key learning's. **12 Hrs**
  5. Select an aspect (in the field of their interest, on which patent has been granted already and think of an innovative idea so that it makes a case for filing a new patent application. **12 Hrs**
- Total : 60 Hrs**

### Text Book

1. **Ashwini Kumar Singh**(2021),“*Creativity and Innovation*”, Notion Press Publisher
2. **Jonathan A. Plucker** (2021),“*Creativity and Innovation: Theory, Research, and Practice*”, Routledge Publisher

### Reference Books

1. **Harvard Business Essentials** (2003),“*Managing Creativity and Innovation*”, Boston: Harvard Business School Publishing.
2. **Prather C** (2010),“*The Manager's Guide to Fostering Innovation and Creativity in Teams*”, New York: McGraw-Hill Education.

### Course Outcomes

After completion of the course, the students will be able to:

1. Analyse the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business model
2. Generate innovative idea for business and defend/ justify the same
3. Interpret the business competence achieved by various organisations by using the innovative business model
4. Inculcate conducive ecosystem in the work environment for innovation.
5. Equip to apply and guide for patents by understanding legal and procedural nuances.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	M	M	H	H	H	H	M
CO2	H	M	H	H	M	L	M	M	M	H	M	M	H
CO3	H	M	H	M	H	M	L	H	H	M	M	H	H
CO4	M	M	M	H	M	M	H	H	M	H	L	M	L
CO5	H	H	M	M	H	H	M	M	H	H	M	M	H

## Yoga for Happiness

Semester III  
23BREDE1D

Hours of Instruction/week: 8 (L: 4, P:4)  
No. of credits: 6

### Course Objectives

1. Cultivate a pure mindset in learners which in turn reduces the possibility of corruption, crime, and injustice in the society.
2. Develop a healthy mindset through yoga practices.
3. Imbibe knowledge on science behind yoga and happiness.
4. Explore techniques for cultivating positive emotions such as gratitude, joy and contentment.
5. Enhancing spiritual growth and development.

### Unit I Introduction Yoga

12 Hrs

Concept, Meaning, and Origin, Relation between mind and body, Importance of healthy body and mind, Body Management Techniques- Asana, Pranayama, Kriya, Principles of yogic practice, Meaning of Asana, its types and principles, Meaning of Pranayama, its types and principles, Impact of yoga limbs like asana, Pranayama, Meditation, etc. on achieving excellence in performance.

### Unit II Schools of Yoga

12 Hrs

**Schools of thoughts:** Classical and Emerging Schools of Yoga, Schools of thoughts in Yoga- Hatha Yoga, Raja Yoga, Laya Yoga, Bhakti Yoga, Gyana Yoga, Karma Yoga, Asthang Yoga, Patanjali Yoga Sutra, Emerging schools of thoughts in Yoga.

### Unit III Meditation

12Hrs

**Meditation:** A Way of Life Relation between body, breath, and mind; Meditation – Meaning, Types and Principles, Ancient Scriptures and relevance, Meaning and importance of prayer, Psychology of mantras, Essence of Mudras, Relevance of Meditation for different age groups and body requirements, Healing and Meditation, Seven layers of existence, Meditation for adding your day, excellence at workplace, harmony in relationships, better decision making, heightened awareness and concentration.

### Unit IV Yoga and Meditation

12 Hrs

**Yogic Therapies:** Yoga and Meditation in Modern Setting, Yogic therapies, Naturopathy, Hydrotherapy, Electrotherapy, Mesotherapy, Acupressure, acupuncture, Anatomy and Physiology and their importance in Yogic Practices.

**Food and Lifestyle:** Basics of Ayurveda, Yogic Diet, Importance of having Sattvic Ayurvedic Food, Workplace productivity linked to Healthy Sattvic food, Modulation of ailments – food, balanced nutrition and dieting practices, integrating traditional food items with modern food habits, mental health and food types.

### Unit V Developing Happiness and Spiritual Quotient Happiness

12 Hrs

**Hormones of happiness:** Meaning, Sources -Dopamine, Oxytocin, Serotonin, Endorphins.

**Happiness:** Independent variable Vs. dependent variable, life view, models of happiness, Distinction between Religion and Spirituality, Myths about Happiness, Principles of being happy, Concept of Self, Positive thinking; Self Introspection, Religion and Spirituality, Life Stories of Spiritual Masters, Concept of Prana, Techniques of studying spiritual quotient, Applied Kinesiology- Introduction to the concept of Applied Kinesiology, Muscle Testing, Nutrient Testing.

**Total: 60 Hrs**

### List of Practicals

1. Participate in the practical sessions in Yoga Lab. on Asanas, Pranayama, Kriya: Sudarshan Kriya of Art of Living, Isha Kriya, etc. **8 Hrs**
2. Participate in the practical sessions in Yoga Lab. on Hatha Yoga, Raja Yoga, Laya Yoga **8 Hrs**
3. Interpret the Yog Sutras by Patanjali as per their applicability in real life situations and submit a report of the same. **8 Hrs**
4. Submit and present report on their key learnings from the following: **12 Hrs**
  - a. Sudarshan kriya yoga: Breathing for health–NCBI
  - b. How Meditation Benefits CEOs–A case study at Harvard Business School
  - c. A Little Meditating Helps You Make Better Business Decisions – A case study at Harvard Business School.
5. Participate in simulation exercises in class where all learners are divided into two teams wherein, they have to debate for and against imbibing Ayurveda & health in modern lifestyle. **8 Hrs**
6. Participate in simulation exercises in class using applied kinesiology techniques. **8 Hrs**
7. Write a summary of their personal experience of learning various yoga, breathing, and meditation techniques in the course and how do you think it will help you in the future. **8 Hrs**

**Total: 60 Hrs**

### Text Book

1. **Shankar S. S. R**(2018), *“Patanjali Yog Sutra”*, Bangalore: Sri Sri Publications Trust.
2. **Shankar S. S. R** (2010), *“25 Ways To Improve Your Life”*, Bangalore: Sri Sri Publications Trust.
3. **Taimni I. K.** (2005), *“Ayurveda & Breath”*, Bangalore: Sri Sri Publications Trust.
4. **Verma K.** (2008), *“The Science of Yoga”*, Adyar, Chennai: Theosophical Publishing House.

### Reference Books

1. **Sri Sri Yoga**, *“UGC Document on LOCF Commerce”*, Bangalore: Sri Sri Publications Trust, Bengaluru.
2. **Vivekananda S** (2019), *“The Complete Book of Yoga: Karma Yoga, Bhakti Yoga, Raja Yoga, Jnana Yoga”*. Delhi: Fingerprint! Publishing.
3. **Zope S. A, Zope R. A.** (2013), *“Sudarshan Kriya Yoga: Breathing for Health”*. International Journal of Yoga, 6(1), 4-10.

### Course Outcome

After completion of the course, the students will be able to

1. Demonstrate Asanas, Pranayama, Kriya with proficiency.
2. Demonstrate postures of Hatha Yoga, Raja Yoga, and Laya Yoga.
3. Enhance their Happiness & Spiritual Quotient.
4. Interpret the significance of Meditation in Business Context.
5. Summarise the importance of Ayurveda in modern lifestyle.

### CO-PO Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	M	L	M	M	H	M	H	M	H	M	M
CO2	H	M	H	H	H	L	H	M	L	L	M	H	M
CO3	M	M	H	H	L	H	L	M	L	L	M	H	L
CO4	M	M	M	H	M	M	H	H	H	H	L	M	H
CO5	M	L	M	M	L	M	H	L	H	H	M	M	H



## IT Applications and Database Management

Semester III  
23BREDE1E

Hrs. of Instruction/week: 8 (L: 4, P: 4)  
No. of credits: 6

### Course Objectives

1. Impart basic knowledge on Computer based Data Management Systems
2. Describe data models to capture the nature and relationships among data.
3. Enhance competency to design and develop DBMS.
4. Develop proficiency in Oracle for Database Management.
5. Create queries and triggers to solve business challenges and enforce business rules.

### Unit I Database Management Systems

12 Hrs

**Data :** Fields, Records, Files

**Databases:** File Processing and Access Methods, Database Models - Object Oriented, Record Based, Network, Relational.

**Entity Relational Modelling:** ER Diagrams, Functional/ Trivial / Partial Dependencies, File Organizations- Head, Sort, Hash, Clustered, Index.

### Unit II Introduction to SQL

12 Hrs

**Concept of Tables/Relations:** SQL– DDL, DML, DCL, Defining a Database Status- CREATE, ALTER, DROP, TRUNCATE, Manipulation of the data of a database, INSERT, INSERT ALL, UPDATE, DELETE, MERGE-SELECT command and options, SET operations, Control data access - GRANT, REVOKE, USER ROLE PRIVILEGE - Control transactions and its consistency - COMMIT, ROLLBACK, SAVEPOINT.

### Unit III Queries and SQL Functions

12 Hrs

**Operators in SQL\* Plus :** Arithmetic, Comparison, Logical, Operator Precedence

**SQL\*Plus Functions:** Single Row, Date, Character, Numeric, Mod, Sign, Conversion Functions, Miscellaneous Functions.

**Group Functions:** Group by Clause, Having Clause.

### Unit IV Advanced SQL

12 Hrs

**Multiple tables of a database:** Queries generation, Joins - Use sub queries, Generate complex queries, data conditionally from multiple tables, Sub Queries.

### Unit V Constraints

12 Hrs

**Integrity Constraints:** Domain, Entity, Referential.

**Implementation of Constraints:** Domain Integrity – ‘Not null’ Constraint, Check Constraints – Table level and column level Constraints, Entity Integrity Constraints – Unique Constraints, Primary key Constraints, Referential Integrity Constraints – On Delete Cascade Clause.

PL/SQL: Functions, Triggers, Cursors & Exceptions.

**Total: 60 Hrs**

### List of Practicals

1. Designing a database for student information. **3Hrs**
2. Insert records for student database tables. **3 Hrs**
3. Alter a field size in the student database table. **3 Hrs**
4. Delete a field in the student database table. **3 Hrs**
5. Select records with roll number, name, class, and subject with all mark details. **3 Hrs**
6. Prepare a list of all students who are having arrears. **3 Hrs**
7. Find the percentage of mark of a student. **3 Hrs**

8. Find the pass percentage of a student in student database. 3 Hrs
9. Prepare semester mark sheet for a given student roll number. 3 Hrs
10. Design a database for employee information. 3 Hrs
11. Insert records for employee database tables. 3 Hrs
12. Select records with employee, id, name, department, designation with all salary details. 3 Hrs
13. Prepare a list of employees who getting net pay more than 10000. 3 Hrs
14. List all employees with total allowances and total deductions. 3 Hrs
15. List all employees with their net pay. 3 Hrs
16. Design a database for bank information. 3 Hrs
17. Insert records for bank database tables. 3 Hrs
18. Create a view for an employee with their deposit information. 3 Hrs
19. Write a stored function to find net balance of a customer. 3 Hrs
20. Write a PL/SQL procedure to deposit amount to bank database. 3 Hrs

**Total: 60 Hrs**

### Text Book

1. **Calkins B** (2013), *“Oracle Solaris 11 System Administration”*, 5<sup>th</sup> Edition, Pearson Education Pvt. Ltd., Delhi
2. **Rittman, Mark**(2012), *“Oracle Business Intelligence 11g Developers Guide”*, 1<sup>st</sup>Edition, McGraw-Hill Education, USA
3. **P.S. Deshpande** (2011), *“SQL and PL/SQL for Oracle 11g Black Book”*, 1<sup>st</sup> Edition, Dreamtech Press Publisher, Tamil Nadu.

### Reference Books

1. **Byrla** (2013), *“Oracle Database 12C: The Complete Reference”*, 7<sup>th</sup> Edition, McGraw Hill Education; First edition, USA.
2. **Ivan Bayross** (2010), *“SQL, PL/SQL the Programming Language of Oracle”*, 3<sup>rd</sup>Edition, BPB Publications, New Delhi.
3. *“Systems and Developers Manuals for RDBMS and Oracle IBM Manual for Relational Database Management Systems”* (2021), **IBM Manual** , Austin, TX 78741, United States.
4. **Christopher Allen, Catherine Creary, Simon Chatwin**(2004), *“Introduction to Relational Data Base”*, 4<sup>th</sup> Edition, Tata McGraw Hill, New Delhi.
5. **Robert Sheldon** (2008), *“SQL: A beginners Guide”*, 3<sup>rd</sup> Edition, Tata McGraw Hill, New Delhi.

### Course Outcomes

On the completion of the course, the students will be able to

1. Apply concepts of Database Management Systems to design a data model and Schema.
2. Use Structured Query Language SQL for effective databases management.
3. Analyse and apply the operators and functions in SQL
4. Implement advanced SQL concepts for Database Recovery and Query Optimization
5. Create constraints and use RDBMS for developing retail applications.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	H	H	H
CO2	H	M	H	H	M	H	H	H	M	H	M	M	M
CO3	H	H	L	H	L	M	M	M	H	H	M	H	H
CO4	H	M	M	H	M	H	H	H	M	H	H	M	H
CO5	H	H	H	H	H	M	M	H	L	H	M	L	H

## Personal Finance and Planning

Semester III  
23BREDE1F

Hrs. of instruction / week:8 (L:4,P:4)  
No of Credits: 6

### Course Objectives

1. Outline the concepts of financial goals and different aspects of financial planning.
2. Provide insights of time value of money principles to personal financial decisions
3. Identify and evaluate different aspects of investment planning.
4. Elucidate role of personal tax planning and various Income-tax acts.
5. Develop the necessary skills for effective financial planning..

### Unit I Financial Planning

12 Hrs

**Overview:** Financial goals, Time value of money, steps in financial planning, Personal

**Finance/loans:** Education loan, car loan and home loan schemes.

**Savings:** benefits, management of spending and financial discipline.

**Online Services:** Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming.

### Unit II Investment planning

12 Hrs

**Process:** Objectives, Concept, Measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation.

**Avenues:** Gold Bond, Real estate, Investment in Greenfield and brown field Projects, Investment in fixed income instruments- financial derivatives and Commodity market in India, Mutual fund schemes including SIP, International investment avenues.

### Unit III Personal Tax Planning

12 Hrs

**Tax Planning:** Tax Structure in India for personal taxation, Scope of Personal tax planning, Exemptions and deductions available to individuals under different heads of income and gross total income, Comparison of benefits - Special provisions for tax saving vis-à-vis General provisions of the Income-tax Act, and amendments, tax avoidance versus tax evasion.

### Unit IV Insurance Planning

12 Hrs

**Protection Planning:** Need, Risk of mortality, health, disability and property.

**Insurance:** importance, types- life and non-life insurance schemes, Deductions available under the Income-tax Act for premium paid for different policies.

### Unit V Retirement Benefits Planning

12 Hrs

**Retirement Planning:** Goals, Process, Pension plans available in India, Reverse mortgage, New Pension Scheme, Exemption available under the Income-tax Act, 1961 for retirement benefits.

**Total: 60 Hrs**

### List of Practicals

1. Perform electronic fund transfer through net-banking and UPI and illustrate the steps, security norms and risk involved in the process. **10 Hrs**
2. Identify certain Ponzi schemes in the market during the last few selected years and discuss the same in groups and submit a report. **10 Hrs**
3. Prepare tax planning of a hypothetical individual who has invested in house with the home loan, pension schemes and tax saving process. Suggest if the individual should follow Plan A or Plan B of income tax regulation. **10 Hrs**
4. Select three insurance scheme and evaluate on the components considered for **10 Hrs**

- calculation of premium and suggest a scheme for the selected target group with justification.
- 5 Suggest a portfolio of retirement benefit plans for individuals in different age groups namely 35 -45 yrs,46-55 yrs, 56-65 yrs. Submit a report on the bases on which suggestions were given. **10 Hrs**
- 6 Have an imaginary fund of INR 1,00,000, select stocks and trade for three months. Submit a report of every trading justification and profit and loss made. **10 Hrs**

**Total: 60 Hrs**

### Text Books

1. **Jack R Kapoor, Les R Dlabay, Robert J Hughes**(2011), “*Personal Finance with connect plus*”, 10<sup>th</sup> edition.
2. **Manish Chauhan** (2014), “*16 personal finance principles every investor should know*”, Network 18 Publications
3. **Vinay Bhawat** (2010), “*Simplified financial management*”, The Times group.

### Reference Books

1. **Halan M.** (2018), “*Let’s Talk Money: You’ve Worked Hard for It, Now Make It Work for You*”, NewYork: HarperCollins Publishers.
2. **Indian Institute of Banking & Finance** (2017), “*Introduction to Financial Planning*”. New Delhi: Taxmann Publication.
3. **Pandit A.** (2014), “*The Only Financial Planning Book that You Will Ever Need*”,. Mumbai: Network, 18 Publications Ltd.
4. **Sinha, M.** (2008), “*Financial Planning: A Ready Reckoner*”, New York: McGraw Hill Education.
5. **Tripathi, V.** (2017), “*Fundamentals of Investment*”, New Delhi: Taxmann Publication.

### Course Outcomes

On the completion of the course, students will be able to

1. Comprehend the meaning and appreciate the relevance of Personal Financial Planning
2. Analyse various investment avenues, Insurance Planning and retirement benefit schemes
3. Apply the knowledge of loans and saving schemes in Personal Financial Planning decisions.
4. Examine the Tax benefits, risk and profits of various schemes for personal finance planning
5. Suggest personal finance planning portfolio that minimise risk and maximises profit

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	M	H	H	M	H	L	L	M	L	H	M
CO2	M	H	H	M	M	H	M	L	M	H	M	H	L
CO3	M	M	H	M	H	M	H	L	L	H	M	L	H
CO4	H	M	H	M	M	L	H	L	H	M	L	M	H
CO5	H	M	L	L	M	H	H	H	M	M	H	L	M

**Option A: Logistics Management  
Integrated Logistics Operations**

**Semester III  
23BRESE1A**

**Hrs. of Instruction / week: 4(L:2,P:2)  
No of Credits: 3**

**Course Objectives**

1. Provide insights on components and processes of logistics and supply chain management.
2. Familiarise about Business Process and Operational aspects of logistics management.
3. Enumerate on detailed demand forecasting and capacity planning
4. Elucidate the Integrated Logistics Plan and Strategies for Retail Business.
5. Provide insights on the technology integration for logistics operations.

**Unit I Logistics Concepts, Strategic Decisions and Business Relationships**

**6 Hrs**

**Logistics and Operations Management:** Definitions, Concepts -Goods, Products and Product Life Cycle, Supply Chain as a Value Added Network, Business Objects - Business Partner, Date, Time Period, Order - Item, Item Family, Product Structure and Product Family, Operation, Routing Sheet, Production Structure and the Process Plan – Employees, Production Infrastructure - Production Work center, Capacity and Utilisation - Rough-Cut Business Objects

**Strategic Decisions and Business Relationships in Supply Chain:** Make or Buy Process of Designing the Supply Chain, Transaction Costs, Make Strategies - Profit and Cost Center, Semi-Autonomous Organisational Units, Buy Strategies–Strategic Procurement–Portfolios, Supply Management - Supplier Relationship Management, Strategic Selection of Suppliers, Basics of E-Procurement Solutions

**Facility Location Planning in Production, Distribution and Service Networks:** Design options for Production, Distribution and Service Networks, Location selection, Location factors, Procedures, Criteria and Cost Benefit Analysis, Location Selection, Location Configuration Concept.

**Unit II Business Process Analysis and Fundamental Logistics Concepts**

**6 Hrs**

**Business Process Management:** Definitions - Work, Task, Function and Process, Terms in Business Process Reengineering, Order Management and Graphical Representation of Logistics Processes.

**Push and Pull Logistics** Pull Logistics, Push Logistics, Synchronisation between Use and Manufacturing with Inventory Control Processes.

**Fundamental Logistics Concepts:** Characteristic Features - Production Types - Concepts for Planning and Control, Selecting an appropriate Branch Model - Production Type, Planning and Control, Trans-corporate Planning and Control.

**Unit III Business Process and Planning**

**6 Hrs**

**Business Process and Tasks:** The MRP II Concept, Planning Hierarchy - Part Processes and Tasks, Reference Model of Processes, Integrated Resource Management, Theory of Constraints.

**Master Planning:** Long Term Planning - Demand Management Bid and Customer Blanket Order

Processing and Demand Forecasting - Techniques - Problems, Historical oriented Techniques, Future Oriented Techniques, Forecasts in Planning- Consumption Distributions, Continuous and Discontinuous Demand, Demand forecasting Product family, Safety Demand Calculations for various plan periods, Capacity Planning - Sales and Operations Planning, Resource Requirements Planning, Master Scheduling and Rough-Cut Capacity Planning.

#### **Unit IV Logistics for Repetitive Manufacturing, Product Variety and Process Industry 6 Hrs**

**Lean / Just in Time and Repetitive Manufacturing:** Just in Time and Jidoka - Increasing Productivity through Waste Reduction, Characteristic features for effective planning and Control Techniques of Repetitive Manufacturing - Lead Time reduction through setup time reduction and batch size reduction – Concepts of Lead Time Reduction - Line balancing and harmonising the content of work - Lean and Just-in-Time Logistics – Advantages of Lean, Just in Time concept for materials management - Kanban Technique –for execution and control of operations - for material management and for long and medium term planning,

**Product families and One-of-a-kind Production:** Concepts – Logistics Characteristics of a Product variety Concept - Standard Product manufacturing - High Variety Manufacturing - Low variety manufacturing -Different Variant Oriented Techniques, the Final Assembly Schedule and the Order Penetration Point, Adaptive Techniques- Techniques for Standard Products with few options – Techniques for Product Families - One of kind Production and structure for customer specification.

**Process Industry:** Concepts - Characteristics - Divergent product structures and by products - High Volume line production, Flow resources and inflexible facilities - Large batches, lot traceability, and loops in the order structure

**Processor - Oriented Master and Order Data Management-** Processes, Technology and Resources – Processor Oriented Production Structure - Lot control in inventory management - Overlaying of production structures.

#### **Unit V Inventory Management and Technology Integration 6 Hrs**

**Stores and Inventory Management**– Features - Inventory transactions – Physical Inventory and Inventory Valuation, Classification of Inventory - ABC, XYZ and other statistical analyses, **Order Point Techniques:** Variants of Order Point Technique and Safety stock calculation with continuous demand – Determining Service Level and relations of services level to fill rate, **Batch or Lot Sizing:** Procurement and Production cost - Batch size, Dependent unit cost, Setup and ordering cost, carrying cost - Optimum Batch size and optimum length of order cycle, Economic Order Quantity.

**Technology Integration:** Enterprise Systems and applications- Enterprise Systems, Enterprise Resource Planning (ERP), Supply Chain Management (SCM) - Collaborative Planning, Forecasting and Replenishment Systems (CPFR),e-Commerce-Concept, Customer Order Cycle, Order Processing System, Electronic Data Interchange, Integrated Order Processing and Logistics Management, e-fulfilment models

**Technology Trends** - Internet of Things (IoT), Wearable Technology, Robots, and automations, Software systems, Inventory tracking and warehousing, IoT and Predictive Analysis, IoT enabled trucks and Warehouse Management Systems, Compliance System, Logistics Compliance Management Systems.

**Total :30Hrs**

### List of Practicals

1. Structure a plan for practical situation was a company and regularly run into delivery difficulties. **5 Hrs**
2. Exercise to calculate setup time, run time, and for determining batch size. Also calculate the operation time and the operation time per unit. **5 Hrs**
3. Rethink and draft a workflow for any functional area of an organization to minimize bottle necks in supply chain logistics. **5 Hrs**
4. Prepare a template of supply chain management system to create sales orders, purchase orders, invoices and bills linking various locations using ERP. **5 Hrs**
5. Prepare ABC and XYZ model of inventory classification for an industry with real time data. **5 Hrs**
6. With appropriate data forecast the supply of raw material of any industry using relevant demand forecasting techniques. **5 Hrs**

**Total: 30 Hrs**

### Text Books

1. **Kenneth C L, JANE P L, Rajanish Dass** (2001), "*Management Information System - Managing the Digital Firm*", Pearson Education: New Delhi.
2. **Paul Schonsleben** (2018), "*Integrated Logistics Management*", Auerbach Publications, New York.
3. **Sunil Chopra, Peter Meindl** (2015), "*Supply Chain Management: Strategy, Planning and Operation*", 6<sup>th</sup> Edition, Pearson Higher Education, New Delhi.

### References Books

1. **Burt, Dobler, Starling** (2008), "*World Class Supply Management- The Key to Supply Chain Management*", 1<sup>st</sup> Edition, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
2. **Christopher. Martin** (2011), "*Logistics and Supply Chain Management*", 4<sup>th</sup> Edition, Pearson Education, New Delhi.
3. **David Simchi, Levi, Philip Kaminsky, Edith Simchi Levi**(2007), "*Designing and Managing the Supply Chain*", 3<sup>rd</sup> Edition, McGraw Hill Publications, New Delhi.
4. **Donal J Bowersox, David J Coss, M Bixby Cooper** (2008), "*Supply Chain Logistics Management*", 2<sup>nd</sup> Edition, Tata McGraw Hill, New Delhi.
5. **James R. Stock, Douglas M. Lambert** (2001), "*Strategic Logistics Management*", 2<sup>nd</sup> Edition, Mc Graw Hill Publications, New York.
6. **Michael H Hugos**(2011), "*Essentials of Supply Chain Management*", 3<sup>rd</sup> Edition, Wiley Publications, US.
7. **Robert B Handfield, Ernest Nichols** (2016), "*Introduction to Supply Chain Management*", 1<sup>st</sup> Edition, Pearson Education, New Delhi.
8. **Shay**(2004), "*Supply Chain Management for Global Competitiveness*", 2<sup>nd</sup> Edition, Macmillan Publishers, New Delhi.

### Course Outcomes

After completion of the course, the students will be able to

1. Understand the practical nuances of operational aspects of Logistics Management and able to analyse the industrial scenario of Make or Buy considering the relevant factors.
2. Outline the structure of the business process of any industry for effective logistics management.
3. Forecast the demand for resource and capacity Planning.
4. Relate the variants of Logistics Management for various types of industries in decision making.
5. Develop the technical skill to establish a enterprise planning system.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	M	M	M	M	M	H	M	H	M	M
CO2	H	H	H	M	M	M	H	M	H	M	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	M	H	H
CO4	H	H	H	M	M	H	H	M	M	M	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	M	H



## **Option B: Procurement and Warehouse Management**

### **Procurement Management**

**Semester III**  
**23BRESE1B**

**Hrs. of Instruction / week: 4(L:2,P:2)**

**No of Credits: 3**

#### **Course Objectives**

1. Provide insights on procurement management fundamentals.
2. Familiarise about Procurement packages and supplier selection.
3. Demonstrate on sourcing decisions, Pricing and negotiations.
4. Elucidate the retail procurement process, services and risk management.
5. Provide insights on e-procurement systems and contract management.

#### **Unit I Introduction**

**6 Hrs**

**Procurement Fundamentals:** Objectives, Proactive purchasing, Procurement positioning/targeting, Total acquisition cost and total cost of ownership.

**Strategic Procurement and Supply Chain Management:** Concept, Mission statement, Levels of strategy, Category management, Strategic analysis, Strategic development, Strategy implementation, Effective supply market strategies.

**Make or Buy:** Transaction Costs as the Basis of Forming Companies, Make Strategies: Profit Centre, Cost Centre, and Semi-autonomous organizational units.

#### **Unit II Procurement Packages**

**6 Hrs**

**Public sector procurement:** Provisions of the Directives, Contracts - Key Procurement issues – Quality Management - Outsourcing Methodologies.

**Work Packages:** Work Breakdown Structure, Resource Breakdown Structure, Resource Calendar, Change Management, Understanding Work Packages.

**Supplier Selection:** Supplier Selection, Market Conditions, Supply Chain Conditions, Supplier Evaluation Techniques, Supplier Evaluation Criterion, Understanding Supplier Selection.

#### **Unit III Sourcing strategies and relationships**

**6 Hrs**

**Sourcing Decision:** Types, Process, Source location, Sources of information on potential suppliers, Carter's 10 Cs model, Partnering, Bensaou model of relationship management.

**Price and Total Cost of Ownership:** Factors, Auctions, Discounts, Price analysis and cost analysis, Investment appraisal, Learning curves and experience curves.

**Negotiations:** Negotiation skills, Preparation, Introductory stage, Discussion stage, Agreement stage, Post-negotiation stage, Competition and cooperation in negotiation.

#### **Unit IV Retail Procurement**

**6 Hrs**

**Retail Procurement and efficient consumer response (ECR):** Retailing, Retailing research, supply chain in retailing, Electronic point of sale (EPOS), Merchandise Planning, Stock Analysis and Sales analysis, Brands, Supplier Selection, Developments in the retail sector, Efficient consumer response

**Services procurement:** Service quality, Managing perceptions and satisfaction, Procuring public relations, Management in service provision.

**Risk Management:** Basics, Risk Identification, Risk Assessment, Risk Responses, Business Continuity Plan Understanding Risk Management

#### **Unit V E-Procurement Systems**

**6 Hrs**

**E-Procurement systems:** Concept, Benefits, Complex procurement, Reverse auctions, e-procurement initiatives, barriers, Measuring the benefits of e-procurement, Electronic auctions.

**E-Contract management and performance measurement:** Contract law, Contract management, balanced performance measurement system, performance metrics, Measuring procurement

performance, Benchmarking in procurement and supply.

**Total: 30Hrs**

### List of Practicals

1. Visit a retail outlet and study the procurement process, starting with creating a request for proposal(RFP), or request for quotation(RFQ), evaluating vendors proposals, negotiating a contract and selecting vendor. Identify areas where bottlenecks and delay occur, and develop strategies to streamline the process. **3 Hrs**
2. Analyse the strategies on procurement management plan, statement of work, procurement documents, source selection criteria, Make –or-buy decision. **3 Hrs**
3. Identify a different industry or product category to identify potential vendors analyse their strengths and weaknesses and prepare a report. **3 Hrs**
4. Visit a retail store and learn how Carter’s 10 c model is used, and present a report. **3 Hrs**
5. Identify the E-procurement models used by the retail store. **3 Hrs**
6. Draft a contract for a procurement project or product, including terms and conditions, payment terms, and delivery requirements. Review and analyse contract clauses, and practice negotiating changes or modifications. **3 Hrs**
7. Develop a supplier performance measurement system that includes key performance indicators (KPIs) such as quality, delivery, and cost. Develop a scorecard or other tool to track supplier performance and identify opportunities for improvement. **3 Hrs**
8. Analyze the organization's spending patterns and identify areas where cost savings can be achieved through strategic sourcing, supplier consolidation, or other measures. Develop a plan to implement these cost savings initiatives, present a report. **3 Hrs**
9. Visit a retail outlet and submit a report on service levels to ensure compliance with (Service legal Agreements SLAs). **3 Hrs**
10. Visit a retail outlet and do a research and evaluate potential service providers, considering factors such as cost, quality, delivery time, and reliability. Use a scorecard or other objective evaluation tool to compare and rank the providers. **3 Hrs**

**Total: 30Hrs**

### Textbooks

1. **Kenneth Lysons& Brian Farrington** (2016), “*Procurement and Supply chain Management*” 9<sup>th</sup>Edition, Pearson publisher, London.
2. **Peter Baily, David Farmer, Barry Crocker, David Jessop, David Jones**(2018),“*Procurement, Principles & Management*”,Pearson Education, New Delhi.
3. **Sunil ChopraandPeter Meindl**, (2015), “*Supply Chain Management: Strategy, Planning and Operation*”, 6<sup>th</sup> Edition, Pearson Higher Education, New Delhi.

### Reference Books

1. **Attila Kovacs** (2012), “*Enhancing Procurement Practices: Comprehensive Approach to Acquiring Complex Facilities and Projects*” 1<sup>st</sup> edition, Springer Science-Business Media, LLC Publications, Berlin
2. **Caroline Booth** (2014),“*Strategic Procurement: Organizing Suppliers and Supply Chains for Competitive Advantage*”- Kindle Edition.
3. **Christian Schuh, Michael F. Strohmer, Stephen Easton** (2012), “*The CPO: Transforming Procurement in the Real World*” 1<sup>st</sup> edition, Apress publisher, New York.
4. **Oliver Johnston**(2019),“*Procurement and Supply Chain Management*”, Willford Press.
5. **Sergii Dovgalenko** (2020), “*The Technology Procurement Handbook: A Practical Guide to*

### Course Outcome

After completion of the course, students will be able to

1. A comprehensive understanding of the procurement process, including the various stages involved in procuring goods and services, such as identifying needs, sourcing suppliers, negotiating contracts, and managing suppliers.
2. Develop procurement strategies that align with the organizations overall objectives and goals.
3. Critically review and implement effective supplier management process, to ensure suppliers meet quality, delivery and cost requirements.
4. Familiarise with the legal and ethical considerations involved in the procurement management.
5. Forecast procurement budgets effectively and optimize procurement spending.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	H	M	M
CO2	H	H	H	L	M	M	H	L	H	M	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	M	H	H
CO4	H	H	H	L	M	H	H	M	M	M	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	M	H

**Option C: Retail Banking, Financial Services and Insurance**  
**Financial Arithmetic - Basics of Microfinance, Lending and Insurance**

**Semester III**  
**23BRESE1C**

**Hrs. of Instruction / week: 4(L:2,P:2)**  
**No: of Credits:3**

**Course Objectives**

1. Provide knowledge in basic financial arithmetic.
2. Develop problem solving skills for personal and business financial decision making.
3. Learn the mathematical applications to find solutions in micro finance and lending.
4. Understand the basics of insurance principles for business risk management.
5. Explore the applications of financial arithmetic for calculation of insurance premium.

**Unit I Basics of Micro Finance**

**6 Hrs**

**Basics of Micro Finance:** Definition, Background and Rationale, Risks associated Financial Basics for Micro Finance, Percentages, Simple Interest, Compound Interest, Rate of return on investment, Present and Future value of money, Present and future value of Annuity, Calculation of NPV, IRR.

**Unit II Micro Finance Institutions**

**6 Hrs**

**Micro Finance Institutions:** Types, Functions, Institution Assessment: - Financial Statements, Ratios - Portfolio yield, Net Interest Margin, Return on Average Asset and Average Equity, Financial Expense, Impairment Expense, Operating Expense.

**Self-Help Groups:** Definition, Self -Help Groups and Inclusion, Regulatory authorities Bank, Micro finance Institutions.

**Unit III Lending**

**6 Hrs**

**Basics of Lending:** Concept, 6 C's, Types: Secured and unsecured loans, Conventional, and Open-end, Closed-end loan products of bank and micro finance , Different types of collateral security.

**Financial Arithmetic:** Interest rate Calculations, Loan to Value, Calculation of Instalment Payments, Amortisation.

**Unit IV Basics of Insurance and Life Insurance**

**6 Hrs**

**Insurance:** Concept, Risk Management Principles, Types of Risk pooling, Advantages of Life and Non-life insurance.

**Unit V Insurance Premium**

**6 Hrs**

**Insurance Policy Structure:** Life Endowment, Life Insurance Contract, Individual Reserves and Mortality Bequest, Human life value and mortality-Mortality Table, Insurance premium for Life Insurance, Financial planning, Advantages, Purpose of traditional and non-traditional Life Insurance products, Financial Arithmetic in Insurance- Interest and Discount rates, Constant Insurance, Values and Actuarial equivalence, Insurance premium calculation, Individual risk in a finite Portfolio, Dividend and bonus- Allocation of Dividend and bonus, Safety loading and bonus, Prediction of bonus.

**Total: 30 Hrs**

**List of Practicals**

1. Exercise for Simple Interest Calculation Problems **5 Hrs**
2. Calculation of Annuity and Present Instalment Payment- **5 Hrs**
3. Using the formulas calculate EMI for personal loan and vehicle loan. Also create an

- Excel Sheet with Principal and Interest rate to calculate the same. **5 Hrs**
4. Study the annual report and the sector reports published by regulatory bodies, associations and major microfinance players and analyse highlighting on size, growth and past trends. **5 Hrs**
5. Explore the inclusion of rural women through SHGs. Conduct a survey to understand the problems faced in disbursement of loan. **5 Hrs**
6. Do a secondary data research regarding the States with low coverage of SHGs, Average savings / SHG (Rs) in Tamil Nadu, Average credit disbursed in Tamil Nadu. **5 Hrs**
- Total: 30Hrs**

### Text Books

1. **Anna Kanze, Ira W. Lieberman, Paul DiLeo, Todd A. Watkins (2020), “The Future of Microfinance”**, Brookings Institution Press, New Delhi.
2. **Craig Farren Churchill(2003), “Making Insurance Work for Microfinance Institutions”**, 1<sup>st</sup> edition, International Labour Office, New Delhi.
3. **M.N. Mishra, Dr.S.B. Mishra(2016),“Insurance Principles and Practices”**,22<sup>nd</sup> edition, S. Chand Publishing, New Delhi.
4. **Nirmala Lee, Vijay Lee (2018), “Bank Lending Principles and Practice”**, Revised edition, Gosbrook Professional Publishing Limited, UK.

### Reference Books

1. **Insurance Institute of India (2016), “Life Insurance Finance IC-26”**, Insurance Institute of India.
2. **Parida, T, Acharya D(2017), “The Life Insurance Industry in India: Current State Efficiency. Springer Singapore: Imprint”**, Palgrave Macmillan, Mumbai.
3. **Rejda G. E, McNamara M. J. (2016),“ Principles of Risk Management and Insurance”**, Pearson Education Limited, England.

### Course Outcome

After completion of the course, the students will be able to:

1. Apply methods and concepts related to variety of financial applications
2. Evaluate various micro finance schemes.
3. Equip to decide on selection of appropriate sources of finance.
4. Develop knowledge in micro finance for personal and business decision making.
5. Understand and use appropriate technique in deciding risk management via insurance.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	M	M	M	M	M	H	M	H	M	M
CO2	M	H	H	M	M	M	H	M	H	M	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	M	H	H
CO4	H	H	H	L	M	H	H	M	M	M	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	M	H

**Professional Development Course- (PDC) III  
Indian Economy and Business Ethos**

**Semester III  
23BREPD3**

**Hrs. of Instruction/week: 2 (L:2)  
No: of Credits: Remarks**

**Course Objective**

1. Provide an understanding of constituent sectors that define the Indian Economy and enable learners to examine the role and contribution of different sections of the economy in economic development of India.
2. Enable the examination of the role and impact of planning process on economic development of India.
3. Develop an understanding of the concept of Business Ethics & Human Values and its application in business decision making using sustainable business practices.
4. Provide a broad sweep of the Concept, Structure and Trends in the Indian Economy.
5. Acquaint the students with Indian Ethos and its relevance to managerial decision making

**Unit I Indian Economy**

**6 Hrs**

**Indian Economy:** Features, Problems, Role of Public and Private Sector in Indian Economy, Functions and Problems of Public Sector, Disinvestment, Privatization –Importance in Indian Economy, Globalization, Liberalization, Impact on Indian Economy.

**Unit II Demographic aspects of Indian Population**

**6 Hrs**

**Demography and Indian Economy:** Concept, Optimum Population, Population Growth- Explosion and Trends, Literacy, Gender and Quality of Manpower, Demographic Dividend, Population Management, Technology and Population Growth, Need to Optimize, Human Development Index.

**Unit III Agriculture Sector**

**6 Hrs**

**Indian Agriculture:** Trends and Problems in Indian Economy-Salient Features, Importance, Cropping Pattern, Crop Insurance, Water Management, Water Harvesting and Irrigation Related Issues, Agricultural Production and Productivity-Green, White, Blue and Yellow Revolution. Government Policy and Initiatives.

**Agricultural Finance:** Rural Credit, Rural Finance-Institutional and Non-Institutional Finance, Role of Regional Rural Bank and Micro-Finance Institutions, Loan Schemes, Agricultural Marketing-Regulated and Unregulated Markets, Warehousing, Role of Food Corporation of India (FCI), Export of Agricultural Products and Agro based Industries, Minimum Supports Price (MSP).

**Unit IV Economy**

**6 Hrs**

**Industrial Scenario in India:** Features and Problems of Industrial Development in India, Core Industries and Role in Indian Economy, Industrial Policies and Statements, Impact on Industrial Development, Industrial Finance, Liberalization and Indian Industries.

**Service Sector in India:** Transport and Communication, IT, Tourism (Growth, Performance, Market Size And Exports) - Power Policy and Power Development- FDI Inflow in Service Sector, Role of WTO in Service Sector, Contribution of Service Sector to India's GDP.

**Planning Process in India:** Trends, Features, Economic Planning – Features, Planning Commission, NITI Aayog, Budgeting.

**Unit V Business Ethics in Management**

**6 Hrs**

**Business Ethics:** Meaning, Importance, Business Ethics in Different Organisational Contexts.

**Sustainability:** Goal for Business Ethic, Approaches, Ethical Decision Making and Decision-Making Process, Relevance of Ethics and Values in Business, Codes of Ethics, Ethical Behaviour of Manager.

**Management process:** Ethos of Vedanta in Management, Hierarchism as an Organisational Value, Business Ethics & Cultural Ethos, Role of Agencies- Setting Standards of Ethical Behaviour, Managing Stakeholder Relations, Assessing Ethical Performance, Organizing for Business Ethics Management.

**Total : 30 Hrs**

#### **Text Books**

1. **Geo Paul Kadavi** (2023), “**Indian Ethos and Business Ethics (Concepts and Cases)**”, Iterative International Publishers IIP.
2. **Subhash Sharma, Rajneesh Khare** (2022), “**Indian Ethos and Business Ethics for Management**”, 1<sup>st</sup> Edition, New Age International Private Limited.

#### **Reference Books**

1. **B.K.Nair, Raja K.C.R, Balachandran S**, “**Ethics, Indian Ethos and Management**”, 2<sup>nd</sup> Edition, Shroff Publishers and Distributors Private Limited.
2. **Bhatia S.K, Abad Ahmed** (2008), “**Business Ethics and Global Values (For Management Courses Focus On Indian Ethos, Ethics in Profession, Corporate Governance, Mncs Values)**, Deep and Deep Publications.

#### **Course Outcomes**

1. Evaluate the magnitude, size, and dimensions of Indian economy and to study effect of privatization and liberalization on Indian economy;
2. Evaluate the role of population as an economic resource;
3. Explain the role and contribution of agriculture in economic development of India;
4. Analyse contribution of industrial and service sector in Indian economy, Design Code of Ethics for an organisation;
5. Evaluate the recent trends in economic planning of India as well as role and functions of central bank and commercial banks.

## Taxation

**Semester IV**  
**23BREC08**

**Hrs. of Instruction / week: 8(L:4,P:4)**  
**No. of credits: 6**

### Course Objectives

1. Provide insights on the principles of Direct and Indirect Taxes.
2. Impart knowledge on Calculation of Tax Procedures.
3. Illustrate the tax procedures and the powers of tax authorities.
4. Provide knowledge on the administration of Indirect taxes and constitutional framework of GST
5. Elucidate on the procedural compliance of tax.

### Unit I Direct Taxes

**12 Hrs**

**Direct Taxes:** Basic concepts, General Principles, Definitions under Income Tax Act, 1961, Residential Status and Basis of Charge, Incidence of Tax, Income exempted from Income Tax, Heads of Income.

### Unit II Income under Salary and House Property

**12 Hrs**

**Salary:** Salary, Gross Salary, Meaning, Profits in Lieu of Salary, Perquisites, Deductions, Computation of Salary Income.

**Income from House Property:** Definition, Self occupied House, Income from Let out Property, Deduction, Expenses Disallowed.

### Unit III Income from Business and Profession

**12 Hrs**

**Profits and Gains from Business or Profession:** Meaning of Business, Items Chargeable Deemed Profits, Chargeable Expenses, Expenses Expressly Disallowed, Computation of Profit and Gains.

**Capital Gains:** Capital Assets, Types of Capital Assets, Deductions, Determination of Consideration, Exemption, Computation of Income.

### Unit IV Income from Other Sources

**12 Hrs**

**Income from other Sources:** Items Chargeable, Deductions, Exemptions, Income of other Person's included in Assesses Total Income, Aggregation of Incomes.

**Set off and Carry forward of Losses:** Deduction from Gross Total Income, Rebate on Income Tax.

### Unit V Assessment

**12 Hrs**

**Assessment Procedure:** Return of Income, Belated Return, Revised Return, Filing of Returns, Individual, Firms, Advance Tax.

**Payment and Deduction of Tax:** Tax Deducted at Source, Filing, Procedure, Rate of Tax Deducted at Source on Various Payments.

**Note: Theory and problems shall be distributed at 60% & 40% respectively.**

(Problems to be included)

**Total: 60 Hrs**



## List of Practicals

1. Identify five individuals above the age of 18 years without PAN Card. Educate them about the relevance of getting a PAN card issued from IT Department of India and help them fill the online application form for generating their PAN Card. Also, educate them about the significance of filing return and help them fill the same online. Prepare and present a report of the key learning's from the exercise. **12 Hrs**
2. File Income-tax return of individuals and HUF. **12 Hrs**
3. Compute income under different heads, total income, and tax liability of an individual and HUF. **12 Hrs**
4. Apply for TAN for a firm and file its TDS return. **12 Hrs**
5. Visit the website of Income Tax Department, Government of India and fill the various online ITR forms with hypothetical data. **12 Hrs**

**Total: 60Hrs**

## Text Books

1. **Bhagwati Prasad**(2022), "*Income Tax Law & Practice*", Edition 33<sup>rd</sup>, New Age International Public Limited.
2. **Dr. Girish Ahuja, Dr. Ravi Gupta**, (2022), "*Practical Approach to Direct & Indirect Taxes*", Commercial Law Publishers (India) Pvt Ltd, New Delhi.

## References Books

1. **Ram Dutt Sharma (2023)**, "*Filing of Indian Income Tax Updated Return*", Commercial Law Publishers India, New Delhi; January; Edition 44<sup>th</sup> Edition.
2. **Dr. Girish Ahuja, Dr. Ravi Gupta**(2022), "*Systematic Approach to Taxation*"; Commercial Law Publishers (India) Pvt Ltd, New Delhi.

## Course Outcomes

After completion of the course, the students will be able to

1. Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through legislation, for both individuals and business entities.
2. Analyze, generate and transmit solutions to complex problems in relation to taxation matters.
3. Efficiently compute tax for Business and Profession and knowledge on tax authorities.
4. Efficiently handle indirect taxes and GST.
5. Professionally implement procedural compliance of tax.

## CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	L	H	M	L	H	L	L	H	L	M	L
CO2	L	H	M	H	M	L	H	M	L	M	M	L	L
CO3	H	H	M	L	L	M	M	L	M	L	L	M	M
CO4	M	L	H	H	H	M	M	L	M	M	M	H	M
CO5	M	M	L	H	M	L	M	H	L	M	H	H	M

## E- Commerce and E-Tailing

Semester IV  
23BREC09

Hrs. of Instruction/week: 8(L:4, P:4)  
No. of credits: 6

### Course Objectives

1. Review the basic concepts of e-Business Models.
2. Impart knowledge on B2B and B2C business processes and procedures.
3. Provide insights on the challenges and opportunities of e-commerce and e-retailing.
4. Enumerate the retailing and marketing practices in the digital environment.
5. Elucidate the influence of e-commerce on e-business models and strategies in retailing

### Unit I E-Commerce

12 Hrs

**Overview:** Meaning, Origin, Benefits, Challenges, Business models, Framework and Articulture, e-Commerce Business models

**E-Commerce Process Models:** B2B, B2C, B2G - Challenges, Software Systems, Traditional vs. Drop shipping Model.

### Unit II E- Commerce Framework

12 Hrs

**Infrastructure:** Network, Information and Distribution Technology, Networked Multimedia Content Publishing Technology, Security - Encryption and Decryption, Public key, Private key, Digital Signatures, Digital Certificate.

**Electronic Data Interchange (EDI):** Definition, Applications to Business, Standards.

### Unit III Electronic Payment System

12 Hrs

**Payment Gateway Management:** Electronic payment system, electronic cash, smart cards, risk and electronic payment system, Unified Payment Interface, Mobile wallets; Application and management, Role of National Payments Corporation of India.

**Digital Currency:** Types, Challenges, Payment procedures, receivable procedures, cyber security.

**Security and Compliance Management:** Risk management, compliance management, information security management, Legal aspects.

**E-Commerce security:** meaning and issues, Security threats in the E-commerce environment security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc., Technology solutions - encryption, security channels of communication, protecting networks, servers and clients. Information Technology Act 2000- provisions related to offences, secure electronic records, digital signatures, penalties and adjudication.

### Unit IV Web Designing and Publishing

12 Hrs

**Internet Services:** Elements, URLs and Internet-Protocols (shopping cart, cookies) Internet Service Protocols (ISP), World Wide Web (WWW), Portals – steps in designing and developing E-Commerce website.

**Introduction to HTML tags and attributes:** Text formatting, fonts, hypertext links, tables, images, lists, forms, cascading style sheets, Online publishing, strategies, and approaches.

### Unit V E-Tailing

12 Hrs

**E-Retailing:** Practices- e-stores, e-Malls, e-Retailing models, m-Shopping, Multi-channel strategies, Integration of e-retailing into an organization, e-customer behaviour, Information search on the web.

**E-store design:** Navigability, Interactivity and Web atmospherics, e-services, Branding on the web, e-Malls, Pre sale processes, Point of Sales processes and post sales process.

**Performance Evaluations:** Metric and measurement, Web analytics, Market analysis.

**Total: 60Hrs**

**List of Practicals- Group Practicals - Group shall consists of 3 to 5 members**

- |   |   |               |
|---|---|---------------|
| 1 | Visit a e-Commerce /e-retailing website and discuss the following   |               |
|   | a. The presale process (Customer profiling, Navigation and search criteria, product display and demographic shopping cart features. | <b>15Hrs</b>  |
|   | b. The POS features (Order placement Process, payment and billing process and communication of sale completion.                     | <b>15 Hrs</b> |
|   | c. The post sale features, Delivery notification, tracking logs, selling warranty/guarantee, registration and reminders.            | <b>15 Hrs</b> |
| 2 | Discuss the various problems faced by you while shopping on e-commerce/e retailing website and suggest remedial measures.           | <b>15 Hrs</b> |

**Total: 60Hrs**

**Text Books**

- Charles Dennis, Tino Fenech, Bill Merrilees** (2004), *“e-Retailing”*, Routledge; 1<sup>st</sup> edition, Abingdon, United e- commerce Kingdom.
- Ian Dodson** (2016), *“The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns”*, Willey USA.
- Martin Kutz**(2016) *“Introduction to E-Commerce: Combining Business and Information Technology”*.

**References Books**

- Stuart Barnes, Brian Hunt**,(2000), *“e-commerce and V-Business: Business Models for Global Success”*, 1<sup>st</sup> Edition, Butterworth-Heinemann, Oxford, United Kingdom
- David Kosiur**(1997), *“Understanding Electronic Commerce”*,1<sup>st</sup> edition, Microsoft Press, US.
- Murthy. C.S.V. Murthy** (2016), *“e-Commerce, Concepts, Models and Strategies”*, 1<sup>st</sup> edition, Himalaya Publishing House, Mumbai.
- Dave Chaffey**(2008), *“E-Business and E-commerce, Management Strategy, Implementation and Practice”*, 3<sup>rd</sup> edition, Pearson Education, US.

**Course Outcomes**

After the completion of the course, the students will be able to

- Acquaint with electronic means of conducting business.
- Administer e-marketing techniques in the retail business.
- Transform the information through e-communication mechanisms.
- Design procedures of e-commerce and e-retailing to deliver products to the customers.
- Implement and manage e-commerce and e-retailing businesses.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	H	M	M
CO2	M	H	H	M	M	M	H	L	H	M	H	H	H
CO3	H	M	L	M	H	H	H	M	L	H	M	M	H
CO4	H	H	H	L	M	H	L	L	M	M	H	H	M
CO5	M	H	M	M	L	H	H	M	H	H	H	M	H

## Consumer Affairs

Semester IV  
23BREDE2A

Hrs. of Instruction /week:6( L:5, T:1)  
No. of credits:6

### Course Objective

1. Familiarize the students with their rights and responsibilities of a consumer and the procedure to redress consumer complaints.
2. Provide insights on the business firms' interface with consumers and the related regulatory and business environment.
3. Create awareness on the Consumer Rights and exploitation.
4. Elucidate the Consumers protection and other related laws.
5. Discuss the growth and origin of consumer movement at global and national level.

### Unit I Introduction

15 Hrs

**Consumer:** Concept, Consumer buying process and Post-Purchase behaviour, Factors affecting voicing of consumer grievances, Alternatives available to Dissatisfied Consumers: Private action and Public Action; Conciliation and Intermediation for out-of-court Redressal.

**Nature of markets:** Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, Labelling and Packaging- Relevant Laws, Legal Metrology.

### Unit II Consumer Protection in India

15 Hrs

**Protection Act:** Rights and UN Guidelines on Consumer Protection, Consumer Goods, Defect in Goods, Spurious Goods and Services, Deficiency in Service, Unfair Trade Practice, Restrictive Trade Practice. Voluntary and Mandatory Standards, Indian Standards Mark (ISI), Agmark, Hallmarking, Banking Ombudsman, Insurance Ombudsman.

### Unit III Consumer Protection Law

15 Hrs

**Organisational set-up under the Consumer Protection Act 1986:** Advisory Bodies, Consumer Protection Councils at the Central, State and District Levels.

**Adjudicatory Bodies:** District Forums, State Commissions, National Commission- Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

**Filing a complaint:** Fundamentals, Grounds, Limitation period, Procedure- filing and redressal, Disposal of cases, Relief/Remedy available, Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints, Offences and penalties, Consumer Grievance, Redressal - BIS Act, 2016, ISO 10000 suite.

### Unit IV Role of Industry Regulators in Consumer Protection

15 Hrs

**Industrial Regulations:** Banking-RBI and Banking Ombudsman, Insurance- IRDA and Insurance Ombudsman,

**Telecommunication:** TRAI, Food Products- FSSAI, Advertising Standard Council of India, Real Estate Regulatory Authority, Electricity Supply-Electricity Regulatory Commission,

### Unit V Contemporary Issues in Consumer Affairs

15 Hrs

**Evolution:** Consumer Movement in India, Formation of consumer organisations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

**Total : 75 Hrs**

## Tutorials:

### List of Activities- Group Practicals - Group shall consists of 3 to 5 members

1. Analyse leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices. **5 Hrs**
2. Conduct a product review of a popular consumer item and evaluate its quality, safety and value for money. **5 Hrs**
3. Visit a local consumer protection agency or consumer affairs office, and collect information about their services. **5 Hrs**

**Total : 15 Hrs**

## Text Books

1. **Choudhary R. N. P.** (2005), "*Consumer Protection Law Provisions and Procedure*", New Delhi, Deep & Deep Publications Pvt. Ltd.
2. **Khanna S. R., Hanspal S., Kapoor S., Awasthi H. K.** (2007), "*Consumer Affairs*", Hyderabad: Orient Blackswan.

## Reference Books

1. **Ganesan G., &Sumathy, M.** (2012), "*Globalisation and Consumerism: Issues and Challenges*", New Delhi, Regal Publications.
2. **Girimaji P.** (1999), "*Consumer Right for Everyone*", New Delhi, Penguin Books India.
3. **Kapoor S.** (2019), "*Consumer Affairs and Customer Care*", Delhi, Galgotia Publishing Company.
4. **Lerner A. P.** (1972), "*The Economics and Politics of Consumer Sovereignty*", The American Economic Review, 62(1), 258-266.
5. **Misra S, Chadah, S.** (2012), "*Consumer Protection in India: Issues and Concerns*", New Delhi: Indian Institute of Public Administration.
6. **Rajyalaxmi R.** (2012), "*Consumer is King*", Prayagraj: Uttar Pradesh: Universal Law Publishing Company.

## Course Outcome

After the completion of the course, the students will be able to

1. Comprehend the concept of consumer, consumer buying process, consumer dissatisfaction and consumer markets and their related formats.
2. Apply knowledge on consumer rights and various standards for consumer protection in India.
3. Analyse consumer protection available under various laws.
4. Analyse the role of industry regulators in consumer protection.
5. Evaluate and find solution on various issues related to consumer affairs.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	M	H	H	M	M	H	M	H	H	M
CO2	H	L	H	H	M	M	H	L	H	H	H	H	H
CO3	H	M	L	H	H	H	H	M	L	H	M	M	H
CO4	H	L	M	M	M	H	L	L	M	H	H	H	M
CO5	H	M	H	H	L	H	H	H	H	H	H	M	H

## Corporate Governance

**Semester IV**  
**23BREDE2B**

**Hrs of Instruction/Week:6(L:5,T:1)**  
**No. of Credit: 6**

### Course Objective

1. Provide knowledge of corporate governance, procedures, and techniques in accordance with current legal requirements and professional standards.
2. Discuss the Business Ethics and the best practices of business ethics.
3. Inculcate corporate social responsibilities and code of conduct.
4. Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.
5. Elucidate a comprehensive, interdisciplinary approach to the legal, management and control of companies.

### Unit I Introduction

**15 Hrs**

**Corporate Governance:** Meaning, Significance, Principles, Management, Theories Models- Agency Theory and Separation of Ownership and Contract, Ownership Structure and Firm Performance, Whistle Blowing, Class Action, Role Of Institutional Investors, Codes and Standards - Sir Adrian Cadbury Committee 1992 (UK), OECD Principles of Corporate Governance, Sarbanes Oxley (SOX) Act, 2002 (USA).

### Unit II Responsibilities

**15 Hrs**

**Directors and Shareholders:** Powers, Duties, Non-Executive Directors and Duties, Relationship between Board and Shareholder, Board Structure and Independent Director, Board Committees and Functions, Shareholder Expectations.

**Regulations:** Regulatory Requirements for Shareholder Involvement Shareholder Activism and Proxy Advisory Firms, Role of Rating Agencies.

### Unit III Major Corporate Governance Failures and International Codes

**15Hrs**

**International Codes:** BCCI (UK), Maxwell Communication (UK), Enron (USA), World.Com (USA), Andersen, Worldwide (USA), Vivendi (France), Satyam Computer Services Ltd, Lehman Brothers, Kingfisher Airlines, PNB Heist and IL&FS Group Crisis; Common Governance Problems noticed in various Corporate Failures.

### Unit IV Corporate Governance Framework in India

**15Hrs**

**Framework:** Initiatives and Reforms- Confederation of Indian Industry (CII) (1997), Kumar Mangalam Birla (1999), NR Narayana Murthy Committee (2005) and Uday Kotak Committee (2017). Regulatory framework: Relevant provisions of the Companies Act, 2013, SEBI- Listing Obligations and Disclosure Requirements Regulations (LODR), 2015, Corporate Governance In The Public Sector, Banking, Non- Banking Financial Institutions.

### Unit V Business Ethics and Corporate Social Responsibility (CSR)

**15 Hrs**

**Business Ethics and Values:** Meaning, Importance of Ethics, Corporate Governance and Ethics, Ethical Theories, Code of Ethics and Ethics Committee.

**Corporate Social Responsibility:** Meaning, Concept, Corporate Sustainability, CSR- Business Ethics, CSR and Corporate Governance, Corporate Philanthropy, Environmental Aspect, Models, Benefits, Drivers, CSR in India.

**Total: 75 Hrs**

## Tutorials

### List of Activities- Group Practicals - Group shall consists of 3 to 5 members

1. Select one company that failed due to unprofessional corporate governance. **1 Hrs**
2. Visit a MSME and study the benefits of incorporating Corporate Governance in their organisation. Also, assess the issues of corporate governance there and find out the codes and standards addressing those issues. **2 Hrs**
3. Identify the corporate cases involving different organisational structures and make a comparative assessment of the governance challenges and issues. **1 Hrs**
4. Make the comparative analysis of rules governing Whistle-blowing policies in different countries. **2 Hrs**
5. Prepare a case study on the topic “Whistle blowing”. **1 Hrs**
6. Visit one board meeting and prepare a report by practically witnessing the real discussion forums on the role of every member in the board. **2 Hrs**
7. Collect information about shareholder activism in India and its impact on corporate performance. **2 Hrs**
8. Prepare the report on anyone major corporate governance failure to suggest:  
  - Common governance problems in Indian context;
  - The guidelines as per any of governance frameworks developed in India; and
  - Ethical concerns in the given case leading to governance failure.**2 Hrs**
9. Visit one startup company or someone who is working in a renowned company, and prepare a report on how business ethics and corporate social responsibilities are fulfilled by these organisations. **2 Hrs**

**Total: 15 Hrs**

## Text Books

1. **Kumar A, Gupta L, Arora, R. J.** (2016), “*Auditing and Corporate Governance*”, Delhi: Taxmann Pvt. Ltd.
2. **Mallin C. A.** (2018), “*Corporate Governance*”, New Delhi: Oxford University Press

## Reference Books

1. **Gupta K, Arora A.** (2015) “*Fundamentals of Auditing*”, New Delhi: Tata Mc-Graw Hill Publishing Co. Ltd.
2. **Institute of Chartered Accountants of India**, “*Auditing and Assurance Standards*”. New Delhi : ICAI, [www.icaai.org](http://www.icaai.org).
3. **Rani G. D., Mishra, R. K.** (2017), “*Corporate Governance-Theory and Practice*”., New Delhi: Excel Books.
4. **Sharma J. P.** (2016), “*Corporate Governance, Business Ethics, and CSR.*”, New Delhi: Ane Books Pvt. Ltd.
5. **Tricker B.**(2015), “*Corporate Governance-Principles, Policies, and Practice (Indian Edition)*”, New Delhi: Oxford University Press.

## Course Outcomes

After completion of the course, the students will be able to

1. Explain the concept and importance of corporate governance in a business setup
2. Analyse the role of board of directors and shareholders in corporate management

3. Assess the problems in corporate governance on the basis of major corporate governance failures
4. Describe corporate governance framework in India
5. Explain the linkage between ethics, corporate governance, and corporate social responsibility and analyse specific cases of corporate governance failures.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	H	M	M	M	M	H	M	H	H	M
CO2	H	H	H	H	M	M	H	L	H	M	H	H	H
CO3	M	H	L	M	F	H	M	H	L	M	M	H	H
CO4	L	M	H	L	M	M	H	M	M	M	H	H	L
CO5	M	H	H	M	M	H	H	M	H	H	H	M	H



## Rural and Agro Retailing

Semester IV  
23BREDE2C

Hrs. of Instruction/ week: 6 (L:5, T:1)  
No. of Credit: 6

### Course Objectives

1. Provide Knowledge on Rural and Agricultural Marketing and Challenges.
2. Enumerate Retail Strategies in Marketing of Rural and Agro Products.
3. Acquaint with various functional areas of Agricultural business.
4. Analyses the customer responses about the new product of Agro.
5. Sensitize on forecasting and Retail planning in Rural Market.

### Unit I Rural Marketing

15 Hrs

**Rural Marketing:** Meaning, Definition, Concept, Trends, Market Size and Penetration.

**Rural Market Environment:** Economic Reforms, Corporate Response to Change, Marketing in Pre, Reforms Era, Rural Marketing in Changed Scenario, Rural Retailers, Characteristics, Types.

### Unit II Rural Consumers

15 Hrs

**Rural Consumer Behaviour:** Meaning, Needs, Types, Geographical Spread, Socio, Economic profile, Diversity, Literacy, Lifestyles.

**Brand Preference:** Product penetration and Usage, Value Propositions, Loyalty.

### Unit III Agricultural Marketing

15 Hrs

**Marketing of Agricultural Inputs:** Meaning, Types, Frame Work, Agronomic, Agro, Economical Potential, Consumption, Demand, Media, and Competition, Marketing of Consumables, Fertilisers, Pesticides and Equipment.

**Market Mix Decisions:** Assortment, Pricing, Distribution, Retail Choice.

### Unit IV Agriculture Rural Produce

15 Hrs

**Marketing Agricultural Produce:** Meaning, Role of Government, Government Schemes, Environment for Agriculture Marketing, Regulated Agriculture Markets, Realistic Situations, Challenges in Agricultural Marketing.

**Speciality Agro Produce:** Horticulture, Floriculture, Live Stock and Fisheries, Organic Farming.

**Distribution:** Forward and Backward Integration, Consortium Marketing.

**Pricing:** Methods, Process, Regulatory Pricing.

### Unit V Rural Communication

15 Hrs

**Communication:** Meaning, Process Models, Media Vehicles available, Media Effectiveness, Audience Profile, Media Preference, Channel and Programmes, Audience Behaviour, Rural Communication – Challenges and Strategies.

**Total : 75 Hrs**

### Tutorials

#### List of Activities- Group Practicals- Group shall consists of 3 to 5 members

1. Analyse various programmes related to skill development and capacity building for employment and entrepreneurship using primary/secondary data with the help of appropriate statistical tools **3 Hrs**
2. Prepare a business plan for a start-up venture in rural setting after analysing the various facets of rural economy. **3 Hrs**
3. Evaluate the impact of rural infrastructure development using primary/secondary data with the help of appropriate statistical tools **3 Hrs**

4. Evaluate rural development programmes and rural infrastructure to see the impact on rural life using primary data and with the help of appropriate statistical tools. **3 Hrs**
5. Identify various Marketing Institutions in India– NAFED, CWC, SWC, Co – operative Marketing Society **3 Hrs**

**Total : 15 Hrs**

#### **Text Books**

1. **Awadhesh Kumar Singh, Satya Prakash Pandey**, (2017),“*Rural Marketing*”, New Age International (P) Limited Publishers.
2. **Dean M.L**, (2009), “*Agricultural and Rural Development in India*”, Concept publishing company Pvt .Ltd.
3. **Golahait S.B**, (2018),“*Agricultural and Rural Development in India*”, Altar publishing House.
4. **Tahir Hussain, Mary Tahir, Riya Tahir**, (2016),“*Fundamentals of Rural Development*”, Dreamtech publication
5. **Yadav Naresh Kumar**, (2020),“*Rural Retailing in India*”, 1<sup>st</sup> edition, Serials publications.

#### **Reference Books**

1. **Dr. Rajkumar R Rathod**, (2017), “*The problems of Women Retail Vendors of Agro Product*”, Laxmi book publication.
2. **Dr. Salendar Singh**, (2020), “*Retail Operations*”, 1<sup>st</sup> edition, Evince pub publishing.
6. **L.ParthaSarathi Senapati**, (2015), “*Rural and Agricultural Marketing*”, Education publishing.
3. **N. Chandrasekhar Rao, R.K Mishra, Venkata Reddy Kata**, (2015), “*Agricultural and Rural Development in India*”, 1<sup>st</sup> edition, Springer Nature publications.
4. **Sundar Nem Raj**, (2021),“*Competitive Book of Agriculture*”, 10<sup>th</sup> edition

#### **Course Outcomes**

After completion of the course, the students will be able to

1. Access the fundamentals of management with reference to Agricultural business.
2. Learn the concepts and process of planning and organizing.
3. Create the awareness of agro products.
4. Develop the comprehension about the marketing problems and probable Retail business solution.
5. Gain insights on role of Agricultural Marketing institutions in future.

#### **CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	M	L	M	L	M	L	H	H	L	M
CO2	M	H	H	L	L	H	M	L	L	H	L	M	H
CO3	H	H	M	M	M	M	M	M	M	M	M	L	M
CO4	M	H	H	M	L	M	L	L	L	M	H	L	H
CO5	M	M	M	L	L	M	L	M	L	H	M	M	H

## Mind Management

Semester IV  
23BREDE2D

Hrs of Instruction/Week:6(L:5,T:1)  
No: of Credit: 6

### Course Objective

1. Build confidence and ability among the learners to cultivate mindfulness in their daily life.
2. Enhance effective communication skills.
3. Develop ability to manage stress effectively and develop resilience.
4. Develop Synergy between the left and right side of the brain results in efficiency, effectiveness, dynamism, and harmony in professional as well as personal life.
5. Develop positive attitude towards life

### Unit I Introduction to Mind Management

15 Hrs

**Importance:** Knowing the Mind, Understanding Thoughts and Emotions, Modulations of Mind by Maharishi Patanjali.

**Emotional Turmoil (Anger, Jealousy, Lust, Greed, etc.):** Causes and Cure, Peace of Mind, Luxury or Necessity, Managing Mind Through Breath, Mind Management, Efficiency, Creativity and Excellence at Work.

### Unit II Mindfulness

15 Hrs

**Mind and Stress:** Components and Benefits of Mindfulness, Mindfulness vs. Meditation, Energy Centers in the Body.

**Tools for Reducing Stress:** Yoga, Pranayama, Meditation, Other Breathing Techniques, Different Types of Meditation, Time Management, Anger Management, Mind- Doorway between Consciousness and Creation.

### Unit III Intelligences of Effective

15 Hrs

**People Del Pe's 5 Types of Intelligences:** Instinctive, Emotional, Concrete Mental, Abstract Mental, Spiritual Intelligence, Concept of Right Brain and Left Brain, Gardner's Model of Multiple Intelligence - Naturalist, Musical, Logical-Mathematical, Existential, Interpersonal, Bodily Kinesthetic, Linguistic, Intra-personal, Spatial, Techniques of Understanding.

**Competencies:** Psychometric Testing, Enhancing Intelligence Quotient by Activating Chakras.

### Unit IV Mind Management for Achieving Excellence

15 Hrs

**Achieving Excellence:** Enrich your Communication, Align Yourself with the Environment, Levels of Influence, Building Rapport, Cultivating Trust, Heal through Humour, Learning from Mistakes, Effective Decision Making, How to Deal with Criticism, Being Comfortable Outside the Comfort Zone, Skills to Build Positive Environment at Workplace.

### Unit V Self-Assessment

15 Hrs

**Self Assessment:** Practicing Self-Care, Importance of having Personal and Professional Goals- Short Term Goals, Medium Term Goals, Long Term Goals, Goal of Life, SMART Goals, Developing Resilience and Attitude of Gratitude, Success in Business, Measuring, Intelligence Quotient, Emotional Quotient, Dermatoglyphics Testing, Applied Kinesiology.

**Total : 75 Hrs**

## Tutorials

### List of Activities- Group Practicals- Group shall consists of 3 to 5 members

- |    |  |               |
|----|--|---------------|
| 1. | Participate in simulation activity in class to demonstrate the modulations of mind. The learners should present a report discussing the situations from their real life where they encountered such modulations of mind and how they should deal with it.  | 2 Hrs         |
| 2. | Rate themselves on Emotional matrix highlighting where they wish to reach and deciding the time frame of the same. Each learner can identify a buddy to support them on their journey. After the completion of the exercise, each learner has to prepare the report of their success story.                            | 2 Hrs         |
| 3. | Prepare a schedule of their daily activities and divide them into Four Quadrants. Analyse and present a report on:<br>a. Time allocated to things which are not important;<br>b. Time allocated in fulfilling the long-term objectives;<br>c. The present scenario (dasha) and future direction (dishya) to be chosen. | 2 Hrs         |
| 4. | Take online Psychometric Test available at <a href="https://www.assessmentday.co.uk/psychometrictest.htm">https://www.assessmentday.co.uk/psychometrictest.htm</a> or from any other source. Analyse its outcome and present a report of key learnings from the same.  | 1 Hrs         |
| 5. | Perform Del Pe practical exercises on daily basis: breathe 10 time focusing on each chakra.  | 2 Hrs         |
| 6. | Participate in role play exercise in classroom to demonstrate the skill of using humour to heal.<br>a) Practice and demonstrate different types of yoga, pranayama, and meditation in yoga Lab. Analyse your state of mind before and after the practice and present a report of the same.                             | 2 Hrs         |
| b) | Practice the technique of Applied Kinesiology to check his/her Intelligence Quotient, Emotional Quotient, and Spiritual Quotient.  | 2 Hrs         |
| c) | Practice and Demonstrate meditation technique to activate chakras. Analyse its effect and write a report on the same   | 2 Hrs         |
|    | <b>Total:</b>  | <b>15 Hrs</b> |

## Text Books

1. **Murphy J.** (2015). "*The Power of Your Subconscious Mind*". Delhi: Fingerprint! Publishing.

## Reference Books

1. **Knight, S.** (2009). "*NLP at Work: The Essence of Excellence*". Boston: Nicholas Brealey Publishing.
2. **Zohar D.** (2012). "*Spiritual Intelligence: The Ultimate Intelligence*". London: Bloomsbury Paperbacks.

## Course Outcomes

After completion of the course, the students will be able to

1. Observe and identify the modulations of mind
2. Rate themselves on emotional matrix to analyse their strengths & weaknesses and improve themselves.
3. Practice time mind and anger management techniques in their daily life.
4. Explain the results of psychometric testing.
5. Demonstrate the skill of using humour to heal.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	M	L	M	M	H	M	H	M	H	M	M
CO2	H	M	H	H	H	L	H	M	L	L	M	H	M
CO3	M	M	H	H	L	H	L	M	L	L	M	H	L
CO4	M	M	M	H	M	M	H	H	H	H	L	M	H
CO5	M	L	M	M	L	M	H	L	H	H	M	M	H

## Enterprise Resource Planning

Semester IV  
23BREDE2E

Hrs. of Instruction /week: 6(L:5,T:1)  
No. of credits: 6

### Course Objectives

1. Discuss the role of ERP in organizations.
2. Gain insights into various modules of ERP system and their interrelation
3. Develop and design the modules used in ERP systems, and can customize the existing modules of ERP systems.
4. Enhance the knowledge on customization of ERP Applications.
5. Understanding of many of the approaches that may be drawn upon in the implementation of an ERP system.

### Unit I Order Processing and Purchase

15 Hrs

**ERP:** Evolution, Advantages of ERP, Integrated Management Information, Business Modeling, Integrated Data Model.

**Technology:** C/SIDE Development Environment, Server Options, Navigator Application Server, Multilanguage Functionality.

**Sales Order Processing and Management :** Sales Master, Design and Creation, Creating Sales Quota, Sales Order, Processing Sales Order and Receivables, Managing Sales Prices, Line and Invoice Discounts, Sale of Non Stock Items, Order Processing, Estimating, Order Process and Transfer Order Receipts, Sales Analysis And Reporting.

**Purchase order Processing and Management:** Purchase Order, Creation, Receiving and Invoicing, Purchase Master, Design and Creation, Managing Purchase Prices, Discounts and Line Discounts, Purchase Order Analysis Reporting.

### Unit II Manufacturing

15 Hrs

**Overview:** Items and Item Card, Production Bill of Material, Routing, Planning, Production Order, Consumption and Output Journals, Finishing Orders and Auto Reporting.

**Inventory Management:** Inventory Valuation, Inventory age Composition, Item Register, Order Processing, Returns Management, Item Tracking, Location Transfers, Cycle Counting.

**Advance Manufacturing:** Trade and Inventory - Bom Scrap and Routing Scrap, Non-Productive Time, Parallel Scheduling, Multi-Level Manufacturing, Serial and Lot Number Processing, Sales Prices and Discounts, Purchase Order Management, Item Charges, Requisition Management.

### Unit III Human Resources and Finance

15 Hrs

**HR:** Maintain Comprehensive Employee Records - Absence Tracking Methods, Track Equipment Issued to Employees, Employee Absence Reports, Staff Absence Register, Employee Birthday Report, Payroll Management.

**Finance:** Overview, Chart to Accounts, General Ledger, Receivables Management, Payable Management, Journals, Posting Transaction to the General Ledger, Taxation India Localization (VAT).

**Other Functional Areas:** Marketing, Resource Planning, Service Management, Business Notification, E-Commerce.

## Unit IV Database Concepts

15 Hrs

**Types of Concepts:** Standard Database, SQL Server Option

**Dynamic NAV Database Administration:** Basic and Advanced Database Features, Understanding Backup, Restore Database in the SQL Server Option, Advanced Backup and Restore Information.

## Unit V Development of the Database

15 Hrs

**Basics:** Tables, Forms, Introduction to C/AL Programming, Intrinsic Data Types, Identifiers and Variables, Assignment Statements, Simple Expressions, Terms and Operators, Numeric Expressions, Logical and Relation Expressions, Arrays, Reports.

Understanding Customisation using PHP, MySQL and Java Business Application

**Total : 75 Hrs**

### Tutorials

#### List of Activities

1. Learn about Microsoft Dynamics (NAV) Navision classic, Business Applications. **2 Hrs**
2. Signing in to ERP **2 Hrs**
3. Creating a Sales Order (Sales Dept.) **2 Hrs**
4. Backordering Items (Purchasing Dept.) **1 Hrs**
5. Receiving the Items (Receiving/Warehousing Dept.) **2 Hrs**
6. Shipping and Invoicing (Sales & Shipping Dept.) **2 Hrs**
7. Receiving Payment (Accounting Dept.) **2 Hrs**
8. Paying the Vendor (Accounting Dept.) **2 Hrs**

**Total:15 Hrs**

### Text Books

1. **Alexis Leon**(2014), "*Enterprise Resource Planning*", 3<sup>rd</sup> edition, Tata McGraw Hill, New Delhi.

### References Books

1. **Alex Chow** (2013), "*Getting Started with Dynamics NAV 2013 Application Development*", 1<sup>st</sup> edition, Packt Publishing Enterprise, Mumbai.
2. **Alexis Leon**(2008), "*ERP Demystified*", 2<sup>nd</sup> edition, Tata McGraw Hill, New Delhi.
3. **Promod M Mantravadi** (2006), "*ERP Concepts and Cases*", 1<sup>st</sup> edition, ICAI University, Hyderabad.
4. **Rajesh Ray**(2011), "*Enterprise Resource Planning*", 1<sup>st</sup> edition, Tata McGraw Hill, New Delhi.
5. **Steven Renders**(2015), "*Microsoft Dynamics NAV 2009: Professional Reporting*", 1<sup>st</sup>edition, Packt Publishing Enterprise, Mumbai.

### Course Outcomes

On the completion of the course the students will be able to

1. Understand the technical aspects of ERP systems and to understand the concepts of order processing, purchase, and sales management.
2. Create item card, BOM, item register, order processing, scheduling, and purchase order management using Manufacturing Module
3. Analyze the employee absence report, payroll management, and exhibit general ledger, receivables and payables management using HR and Finance Module.
4. Evaluate the advanced database features, backup and restore of information.

5. Apply practical hands on experience with ERP software and describe the selection, acquisition and implementation of enterprise systems and customization using PHP, MY SQL and Java Business Application

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	PSO3
CO 1	H	H	H	M	H	H	M	M	M	H	H	H	H
CO 2	H	M	M	L	H	M	H	M	L	M	M	M	H
CO 3	M	L	M	L	H	L	M	L	L	L	M	M	M
CO 4	M	M	H	L	H	M	H	M	L	M	H	H	M
CO 5	H	M	H	M	H	H	H	M	L	M	H	H	H



## Supply Chain Management

Semester IV  
23BREDE2F

Hrs. of instruction / week:6(L:5,T:1)  
No of Credits: 6

### Course Objectives:

1. Outline the concepts in supply chain and logistics and their interrelationships with other business functions.
2. Provide insights into the changing logistics environment and the strategic issues in SCM
3. Identify and evaluate the factors influencing logistics and supply chain management
4. Design strategies for various modules of logistics and supply chain management
5. Understand the role and nuances of integrated supply chain networks

### Unit I Supply Chain (SC)

15 Hrs

**Supply Chains:** Concept, Integrated Supply Chain Management, Goals and Objectives, Business Environment and Supply Chain Competitiveness, Drivers, Challenges.,  
**SCM Models:** Integrated Customer Life Cycle, Demand Chain Management and Supply Chain Model, Supply Chain Models – SCOR, DCOR, CCOR, M4SC

### Unit II SCM Strategies

15 Hrs

**SCM Strategies:** Process view, Push and Pull SC Strategies, Push/ Pull boundary  
**Performance:** Performance Measurement and Control Mechanism, Throughput Dollar Days (TDD), Inventory Dollar Days (IDD)  
**Risk Management:** Disruptions, Strategies.

### Unit III SC Planning and Co-ordination

15 Hrs

**Demand Forecasting and Planning:** Forecasting Methods, Aggregate Planning- Steps, Strategies, Methods, Managing Supply and Demand.  
**Cycle Inventory:** Impact of Economies of Scale on Cycle Inventory, Quantity Discount, Safety Stock, Replenishment Policy, Aggregation, Product Availability.  
**Co-ordination:** Coordination, Bullwhip Effect, Mechanisms.

### Unit IV Operational SCM

15 Hrs

**Facility Decision:** Network Design Decision, Impact, Framework, Analytical Methods for Evaluating Locations.  
**Transportation:** Role, Principles, Modes, Economies, Strategies for optimization.  
**Warehousing:** Objectives, Types, Strategy  
**Procurement Management:** Strategic Sourcing, Purchase Process, Purchasing in Global Supply Chain, Global Purchasing Trends, Critical Success Factors.  
**Outsourcing Business Models:** Make or Buy Decision, Supplier Segmentation Matrix and Outsourcing Strategies.

### Unit V Supply Demand Integration

15 Hrs

**Integration:** Business Model for Outsourcing, Internal Integration, Enterprise Resource Planning, Matching Functional and Innovative Products with Supply Chain, Integration of SCM, ERP And CRM, Value Stream Mapping- Application and Advantages.  
**Supply Chain for e- Commerce:** Challenges and Solutions, Reverse Logistics and Refund Policy, IT and its Role in SCM, Digital Supply Chain, Thinking Supply Chain.

**Total: 75 Hrs**

### Tutorials

#### List of Activities

1. Consider the supply chain management systems of AMUL and indicate the integration 3 Hrs

2	Visit a retail outlet and suggest measures to overcome the issues of product out of stock situation , product surplus and reverse logistics	<b>3 Hrs</b>
3	Design a sourcing strategy for a local grocery retail outlet in your area.	<b>3 Hrs</b>
4	Identify five technologies that has revolutionised the supply chain operations in retail sector	<b>3 Hrs</b>
5	Identify a vendor who sells online and map the supply chain	<b>3 Hrs</b>
<b>Total:</b>		<b>15 Hrs</b>

#### Text Books

1. **Burt, Dobler, Starling** (2008), '*World Class Supply Management- The Key to Supply Chain Management*', 1<sup>st</sup> Edition, Tata McGraw-Hill Publishing Company Ltd, New Delhi
2. **Robert B. Handfield, Ernest Nichols** (2016), "*Introduction to Supply Chain Management*", 1<sup>st</sup>edition, Pearson Education, New Delhi.
3. **Sunil Chopra and Peter Meindl**, (2015), "*Supply Chain Management: Strategy, Planning and Operation*", 6<sup>th</sup>edition, Pearson Higher Education, New Delhi.

#### Reference Books

1. **Barry Berman, Joel R Evans** (2012), "*Retail Management – A Strategic Approach*", 12<sup>th</sup> edition, Pearson Education, New Delhi
2. **Christopher Martin** (2011), "*Logistics and Supply Chain Management*", 4<sup>th</sup>edition, Pearson Education, New Delhi.
3. **David Simchi, Levi, Philip Kaminsky, Edith Simchi Levi** (2007), "*Designing and Managing the Supply Chain*", 3<sup>rd</sup>edition, McGraw Hill Publications, New Delhi.
4. **Donal J Bowersox, David J Coss, M Bixby Cooper** (2008), "*Supply Chain Logistics Management*", 2<sup>nd</sup>edition, Tata McGraw Hill, New Delhi.
5. **James R. Stock, Douglas M. Lambert** (2001), "*Strategic Logistics Management*", 4<sup>th</sup>edition, McGraw Hill Publications, New York.
6. **Michael H. Hugos**(2011), "*Essentials of Supply Chain Management*", 3<sup>rd</sup>edition, Wiley Publications, US.
7. **Shay** (2004), "*Supply Chain Management for Global Competitiveness*", 2<sup>nd</sup>edition, Macmillan Publishers, New Delhi

#### Course Outcomes

On the completion of the course, students will be able to

1. Comprehend fundamental supply chain management and logistics concepts and their interrelationships.
2. Apply decision making tools to evaluate and manage supply chain networks.
3. Analyse and improve supply chain processes with a sustainability approach.
4. Evaluate implications of supply chain and logistics with local and global perspective.
5. Adapt and implement recent trends in managing supply chain and logistics functions of Retail outlets.

#### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P010	PSO1	PSO2	PSO3
CO1	H	M	M	L	L	M	H	L	H	M	M	H	L
CO2	H	M	M	L	M	H	H	L	M	H	L	H	M
CO3	M	M	H	M	H	M	H	L	L	H	M	H	L
CO4	M	H	H	M	L	M	L	H	H	M	M	M	H
CO5	H	M	L	L	M	H	M	H	M	H	M	L	H

## **Option A: Logistics Management Transportation Operations Management**

**Semester IV  
23BRESE2A**

**Hrs. of Instruction/week: 4 (L: 2, P: 2)  
No. of credits: 3**

### **Course Objectives**

1. Provide knowledge on concepts and tools of Transportation modes and operations.
2. Comprehend the principles of transport operations management and its impact on the supply chain.
3. Create awareness on the use of best practices, methodologies, and tools in transport operations.
4. Develop an practical understanding on documentation, pricing and process to transport goods across destination.
5. Demonstrate and train on the practical aspect of transportation for retail supply chain management.

### **Unit I Transportation Industry 6 Hrs**

**Overview:** Functions, Operating objective, transport objective.

**Modal Characteristics:** Railways, Roads, Inland Waterways, Pipelines, Natural ways, Terminals, Modal Choice.

**Ownership and Organisation:** Sole Trader, Partnership, Limited Company, Co-Operatives, Public Authorities, Department of State, Municipality, Public Corporation, Structure of a transport company.

**Transport and the Economy:** Economies of Scale, Economies of Distance, Market failure, Regulations, Issues and Problems.

### **Unit II Supply Chain Management 6 Hrs**

**Supply Chain Management:** Supply chain Efficiency, Role of Consignor, The spot market, Supply chain Linkages, Cooperation and Coordination, Purchasing and Transportation, Inventory control and transportation, Just-in-time operations, Ecommerce speed over capacity utilization, Transportation for production and distribution, Supply chain Issues and problems.

**Location:** Location Theory, Transportation networks, Managing congestion, Issues and Problems.

### **Unit III Transport Management Process 6 Hrs**

**Road Transportation:** Trucking/Highway Regulations, Documents, Truck Bill of Lading, Service Options for Truck Transport, Shipping Dangerous Goods, LTL/FTL Shipments, Trucking Rates and Tariffs, Border Security Issues.

**Rail Transportation:** Bill of Lading, Rail Equipment, Transport procedures for Dangerous Goods, Over Dimensional and Heavy Lift Cargo.

**Intermodal Transport:** Shipping goods Intermodally, Documentary Considerations, Other Considerations- Telematics, Routing, GPRS, Monitoring fuel economy and Driver practices Indicators, Automation.

### **Unit IV Transportation Fleet Management 6 Hrs**

**Fleet Management:** Private fleet vs. for –hire, Front-haul vs. back-haul, Fleet management process.

**Risk Management:** Risk and Uncertainty along the supply chain, Risk assessment, Force majeure, General average, Insurance and reinsurance.

**Information Technology:** Digitization and Transportation, Predictive analytics, Artificial Intelligence, Blockchain, Electronics bills of lading, Data sharing and Customer service, Adoption and Diffusion

**Unit V Transportation Costing and Revenue Management 6 Hrs**

**Transportation Costing:** Joint Cost Vs Common Cost, Total Cost of Ownership, Cost of Demurrage and Detention, Cost of Regulatory Compliance, INCOTERMS-INCOTERMS2000-Transfer of Liability, Incorporating INCOTERMS into the Contract of Sale, INCOTERMS Structures, Mode of Transport.

**Transportation Revenue Management:** Revenue and Cost, Revenue Management, Price Discrimination, Ocean Carrier Contracting and Antitrust Immunity, Auctions to find the Price.

**Total: 30 Hrs**

**List of Practicals**

- |     |  |               |
|-----|--|---------------|
| 1.  | Identify one various land transport carriers and present their service load capacities, pricing and availability.  | <b>3 Hrs</b>  |
| 2.  | Apply Economies of scale and Economies of Distance and select the mode of transportation – Case Analysis, problems and Solutions.  | <b>3 Hrs</b>  |
| 3.  | Check Statutory documents for verification of carriers by the drivers at the check post point and submit a report.   | <b>3 Hrs</b>  |
| 4.  | Identify routes and transit rules. Estimate transit time, delay and decide on routing of shipments.  | <b>3 Hrs</b>  |
| 5.  | Identify the reasons for delay or any issues during transit and suggest corrective actions, process changes and IT solutions.  | <b>3 Hrs</b>  |
| 6.  | Verify discrepancies such as pilferages, loss or damage of goods in transit, Check insurance and application of claims to close deliveries and present a report on Issues and suggestions. | <b>3 Hrs</b>  |
| 7.  | Coordinate with retail outlet supervisor and carryout a procedural audit on Consolidation of consignments, booking, loading, receiving and unloading of consignments.                      | <b>2 Hrs</b>  |
| 8.  | List applications of GPS System for assigning consignment number reading and tracking data from devices to track transport vehicles.   | <b>2 Hrs</b>  |
| 9.  | Visit a grocery outlet and list out the various temperature controlled carriers and transport rules, safety data sheet and labels for the same.  | <b>2 Hrs</b>  |
| 10. | Problems in transportation model using OR.   | <b>2 Hrs</b>  |
| 11. | Solve problems to calculate the carrier cost under different conditions and related decisions.   | <b>2 Hrs</b>  |
| 12. | Optimise the revenue – solve problems.   | <b>2 Hrs</b>  |
|     | <b>Total:</b>  | <b>30 Hrs</b> |

**Text Books**

1. **Darren Prokop**(2022), *“Transportation Operations Management”*, Elsevier Publications-1<sup>st</sup> Edition.
2. **D. M. Kupade**(2019), *“Transport Management”*, Nirali Prakashan Publication-3<sup>rd</sup> Edition.

### Reference Books

1. Michael B. Stroh (2006), “*Practical Guide to Transportation and Logistics*”-3<sup>rd</sup> edition.
2. Nagabhushana Rao S (2004), “*Transport Management*”, Nirali Prakashan Publication-Kindle edition.

### Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the efficient and effective management of transport operations.
2. Exhibit the work skill and job knowledge of Transport operations management.
3. Solve various transportation problems and provide suggestions.
4. Identify the procedures, regulations and documentation process for various modes of transport.
5. Evaluate and suggest transport solutions to maximize operational efficiencies and minimize costs.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	H	H	M
CO2	H	M	H	H	M	H	M	L	M	H	M	M	H
CO3	H	H	H	H	H	M	L	M	H	L	M	H	L
CO4	H	M	M	H	M	H	H	H	M	H	L	M	H
CO5	H	H	M	M	H	H	M	M	H	H	M	M	H

## Option B: Procurement and Warehouse Management

### Warehouse Operations

Semester IV  
23BRESE2B

Hrs. of Instruction / week: 4 (L:2,P:2)  
No of Credits: 3

#### Course Objectives

1. Provide insights on the components and processes of Warehouse Operations.
2. Familiarise Warehouse Management activities.
3. Enumerate procedures and documentation processes in Warehouse Operations.
4. Elucidate the linkages of Warehouse Management activities to Corporate Strategies.
5. Provide insights on the Technology integration for Warehouse Management.

#### Unit I Warehouse

6 Hrs

**Warehouse:** Meaning, Objectives, Need, Evolution, Role of a Warehouse Manager, Functions, Types.

**Warehouse Activities:** Receiving, Sorting, Loading, Unloading, Picking Packing and Dispatch, Cross Docking Method - Application, Coordination.

**Quality Moment:** Quality Check, Need, Importance, Procedure, TQM.

#### Unit II Warehouse Management Systems

6 Hrs

**Warehousing Management Systems (WMS):** Process, Selecting the WMS, Implementation.

**Warehouse Layout:** Location, Data Collection and Analysis, Space Calculations, Layout Types, Finding Additional Space.

**Storage and Handling Equipment:** Options, Warehouse Handling Equipments, Automated Storage and Retrieval Systems (AS/RS), Specialized equipment-Vertical and Horizontal Movements, Technology Advances .

**Resourcing a Warehouse:** Processing Activities, other Factors.

#### Unit III Warehouse Processes

6 Hrs

**Receiving and Dispatch of Goods:** Stages involved in Receipt of Goods, Advanced Shipment Notice (ASN) or Invoice Items List, Procedure for Arranging of Goods on Dock for Counting, Visual Inspection of Goods Unloaded, Recording of Goods Unloaded from Carriers, Receipt Note, Put Away of Goods - Put Away List, Storage Locations, Location Codes and Application, Process, Procedure to prepare Warehouse Dispatches.

**Pick Preparation:** Preparation, warehouse pick area layout.

**Picking Strategies and Equipment:** Automated Picking Systems, Handling Equipment, Storage Equipment, Order Picking Methods- Paper Pick List, Pick by Label, Pick by Voice, Barcode Scanning, Radio Frequency Identification, Pick by Light/Pick to Light, Put to Light.

#### Unit IV Warehouse Replenishment to Despatch

6 Hrs

**Replenishment:** Stock management, Stock or Inventory Counting, Cycle Counting or Perpetual Inventory Counts, Security, Return Processing, Despatch.

**Warehouse Costing:** Types of Costs, Return on Investment(ROI), Traditional versus Activity-based Costing Systems, Charging for Shared-User Warehouse Services, Logistics Charging Methods, Hybrid.

**Unit V Warehousing in Retail****6 Hrs**

**Retailing and Warehousing:** Objectives, Challenges, Setting Up a Warehouse, Retail Product Tracking Technology, Benefits, Role of Government, Characteristics of an Ideal Warehouse, Storing Products in a Warehouse, Health and Safety Risks at the Warehouse, Assessment of Risks, Management of Health, and Safety.

**Strategic Warehousing:** Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations, World-class Warehousing.

**Warehouse Information and Technology Aids:** Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse – WMS Softwares, Blockchain, AI Embedded WMS.

**Total: 30 Hrs**

**List of Practicals** (A team of 2 students has to visit a Retail Outlet/Industry with Warehouse facility and perform the activities)

- |  |              |
|--|--------------|
| 1. Observe Warehouse activities in Retail Outlet -Receiving, Sorting, Picking, Packaging, Kitting, Labelling, Binning, Loading, Unloading, Dispatch, and Quality Parameters and Present a Report on the Procedures, Processes and Techniques.                                | <b>3 Hrs</b> |
| 2. Apply the knowledge on the layout of the warehouse and explore the various storage facilities at different locations.   | <b>3 Hrs</b> |
| 3. Understand the uses and limitations of various types of goods coming into the warehouse based on organization requirements and forecast the material requirement for the next season using the data collected and trend analysis. (minimum of 3 items in a retail store). | <b>3 Hrs</b> |
| 4. Suggest effective material handling systems for the warehouse based on use of space and Kaizen 5S model.  | <b>3 Hrs</b> |
| 5. Suggest storage and Inventory control mechanism to handle various types of goods in retail outlet (perishable goods, FMCG goods, automotive spare parts, bulk cargo).   | <b>3 Hrs</b> |
| 6. Supervise loading and unloading activities collect, feed data in to ERP systems and analyse its integration with other activities.  | <b>3 Hrs</b> |
| 7. Perform Inbound and outbound documentation and present the formats and suggestions for improvements.  | <b>3 Hrs</b> |
| 8. Perform quality checks and list the quality management techniques Control charts, Kanban, Kaizen and Six Sigma.   | <b>3 Hrs</b> |
| 9. Perform transport coordination and verification of GST invoices and present a report.   | <b>3 Hrs</b> |
| 10. Examine the hazards and risk due to work environment- lighting, floor surface or temperature, plants and equipments that causes incidents and accidents and present a report.  | <b>3 Hrs</b> |

**Total: 30 Hrs****Textbooks**

1. **Andrew J.Briggs** (2021), “*Warehouse Operations Planning and Management*”, Wiley Publication, Pennsylvania State University.
2. **Gwynne Richards**(2021), “*Warehouse Management– A complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse*”, Kogan Page; Kindle 3<sup>rd</sup> edition.

## Reference Books

1. **David Simchi Levi, Philip Kaminsky, Edith Simchi Levi**(2007),“*Designing and Managing the Supply Chain*”, 3<sup>rd</sup> Edition, McGraw Hill Publications, New Delhi.
2. **James R. Stock, Douglas M. Lambert**(2001), “*Strategic Logistics Management*”, 2<sup>nd</sup> Edition, Mc Graw Hill Publications, New York.
3. **Villivalam Rangachari Rangarajan**(2022), “*Basics of Warehouse and Inventory Management : (The pillars of business Logistics)*”, Kindle edition India Specific Edition.

## Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the strategic importance of warehouse as an integral part of Supply chain Management.
2. Conceive the integrated logistics for the movement of goods from receiving to despatch to warehouse.
3. Analyse the business impact of forecasting regulations and techniques in the context of Warehouse management and suggest recommendations.
4. Determine supply chain effectiveness keeping in view the warehouse facility, processes and procedures.
5. Evaluate the warehouse activities, technology, and compliance to regulations to design world class warehouse facilities.

## CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	H	M	M
CO2	H	H	H	L	M	M	H	L	H	M	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	M	H	H
CO4	H	H	H	L	M	H	H	M	M	M	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	M	H



**Option C: Retail Banking, Financial Services and Insurance  
Banking and Insurance Law and Practice**

**Semester IV  
23BRESE2C**

**Hrs. of Instruction/ week: 4 (L:2, P:2)  
No. of Credits: 3**

**Course Objectives**

1. Familiarize the role and functions of the banking system in India.
2. Provide role of government and institutions in regulation of banking and insurance sector.
3. Provide insight on Banking and Insurance operations and related regulations.
4. Brief on the regulations and norms related to customer services in banking and insurance sector.
5. Elucidate the impact of government policy and regulations on the banking and insurance industry.

**Unit I Banking**

**6 Hrs**

**Banking:** Definition and function of banks.

**Commercial Banks:** Functions, Roles, Regulation of commercial banks in India.

**Banking Regulations:** RBI, powers, functions. Regulatory Measures – Cash Reserve Ratio, Statutory Liquidity Ratio, Currency Chests, Currency Pricing and Coin Minting, Quantitative/General/Selective Credit control, RBI as a controller of foreign exchange, RBI a banker to the government, RBI as a lender of last resort, Monetary and Credit Policy, Audit and Inspection, Supervision and Control, Board for financial supervision, winding up – Amalgamation and Mergers of Banks, Reserve Bank as Liquidator, Prevention of Money Laundering Act, 2002 (PMLA), Banking Codes and Standards Board of India (BSCSBI)

**Unit II Bank Customer –Relationship and Account Opening**

**6 Hrs**

**Bank Accounts:** Types and Characteristics, Savings, Deposits, Loans, DEMAT, Insurance and Other Specialised Products.

**Opening and Conduct of Different Bank Accounts:** Legal Issues, Procedures- Opening, Execution of Mandates and Termination of Accounts.

**Contract:** Laws and Regulations, Operation of Bank Account, Power of Attorney, Limitations of Actions, Appropriate of Payments, Set of Banks Lien, Personal data Privacy ordinance.

**Unit III Banking Operations**

**6 Hrs**

**Cheque:** Definition, Features, Types, Endorsement- Meaning, Essentials of a Valid Endorsement, Types, Computerization of Clearing of Cheques, Cheque Transaction System (CTS).

**E-Banking:** Automated Clearing Systems, Clearing House Inter-bank Payment System (CHIPS), Electronic Fund Management, Electronic Clearing System (ECS), Real –Time Gross Settlement (RTGS), National Electronic Funds Transfer (NEFT), Indian Financial System Code (IFSC), Automated Teller Machines (ATMs), Internet Banking, Core Banking Solutions, (CBS), Internet and Supply Chain Management, International Payment Systems.

**Cyber Crimes and Fraud Management:** Integrated Communication Network for Banks Security and Control Systems, Information System Security (ISS).

**Basel Accord:** Merits, Weaknesses of the Basel II, Basel III and Basel IV.

**Unit IV Insurance Business**

**6 Hrs**

**Insurance:** Principles, Disclosure, Non- disclosure, Effect of Representatives.

**Insurance Business:** Concept, Characteristics, Functions, Fundamental Principles- Indemnity, Insurable Interest, Utmost Good Faith, Proximate Cause, Contribution, Subrogation.

**Reinsurance and Coinsurance:** Features, Objectives, Methods.

**Bancassurance:** Features and Merits.

#### **Unit V Life and Non-Life Insurance**

**6 Hrs**

**Life and Non-Life Insurance:** Types of Insurance, Life and Non-Life: Features, needs, policies of different types of Insurance, Control of Malpractices, Negligence, Loss Assessment and Loss control, Computation of Insurance Premium, Dematerialization of Insurance Policies.

**Claims and Settlement:** Procedure, Regulatory Measures.

**Framework of Insurance:** IRDA Act 1999, Objectives of IRDA, Composition of IRDA, Duties, Powers and Functions of IRDA, Role of IRDA- Delegation of Powers, Establishment of Insurance Advisory Committee, Power to make Regulations.

**Total: 30 Hrs**

#### **List of Practicals**

1. Visit a bank to open a bank account and list the mandatory procedures for account opening, KYC requirements, rules and other documents. **3 Hrs**
2. Identify the Reserve Bank of India Act, 1934 and its amendments and list the major banking reforms and its impact on Customer Service in Banks. **3 Hrs**
3. Learn Banking Regulation Act, 1949 and its amendments, List 5 major mergers of banks and cite the regulations that lead to the mergers and submit a report. **2 Hrs**
4. Analyse the Balance sheet of a Bank, Special Items of a Bank, Off Balance sheet items, submit a report. **3 Hrs**
5. Identify the Non-performing assets of both a Public and a Private Bank and submit a report. **3 Hrs**
6. Identify the general Insurance products and list their characteristics and features. **3 Hrs**
7. Identify the claim procedure for Motor Insurance/Fire/Marine/ Health Insurance /Crop Insurance/ Burglary (Each group has to take one product), submit a report. **3 Hrs**
8. Identify the ethics and corporate governance framework for Insurance companies and present the report for the same. **3 Hrs**
9. Identify the grievance redressal procedure in Insurance and Banking sector and present the same. **3 Hrs**
10. Identify the online procedures for payment of premium and claim settlement in Insurance sector. **2 Hrs**
11. Submit a report on the Tax Law Implication in Life Insurance , Deductions under Section 80C/80CCC/80D. **2 Hrs**

**Total: 30 Hrs**

#### **Text Books**

1. **Vinod Kothari**\_(2021).“*Banking Law & Practice in India Reviews & Ratings*”, Lexis Nexis, India.
2. **Varshney P.N.** (2016). “*Banking Theory Law and Practice*”, Sultan Chand Sons, New Delhi.
3. **Gordon E. and Natarajan K.** (2016). “*Banking Law and Practice*”, Himalaya Publishing House, New Delhi.
4. **The Institute of Company Secretaries of India-** “*Banking Law and Practice*”– Study Material Professional Programmes- New Delhi.

5. **The Institute of Company Secretaries of India- “Insurance Law and Practice”–**  
Study Material Professional Programmes- New Delhi.

### Reference Books

1. **Gulshan S.S. and Gulshan Kapoor K.**(2015), “*Banking Law and Practice*”, *S.Chand and Company Ltd., New Delhi.*
2. **Gurusamy S.** (2016), “*Banking Theory law and practice*”, Vijay Nicole Imprints Pvt Ltd, Chennai, First Edition.
3. **Nirmala Prasad K and Chandradass J.** (2015), “*Banking and Financial System*”, Himalaya Publishing House, Bombay,
4. **Shekar & Shekar** (2016), “*Banking Theory & Practice*”, Vikas Publishing House Pvt. Ltd., New Delhi.
5. **Tyagi CL, Madhu Tyagi** (2017), “*Insurance Law and Practice*”, Atlantic Publishers and Distributors (P) Ltd; 2<sup>nd</sup> Revised – Kindle Edition

### Course Outcomes

After completion of the course, the student will be able to

1. Comprehend the role and functions of the Banking and Insurance system in India.
2. Apply the knowledge about the key banking and insurance regulatory norms and measures for effective customer service.
3. Outline the banking and insurance procedures as per the statutory requirements.
4. Interpret the dynamic regulatory and procedural reforms and its impact on banking and insurance.
5. Evaluate the various policies offered, risks faced by banking insurance companies and also will understand insurance product cost and pricing, marketing, and distribution.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	H	M	M
CO2	H	H	H	L	M	M	H	L	H	M	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	M	H	H
CO4	H	H	H	L	M	H	H	M	M	M	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	M	H

**Professional Development Course- (PDC) IV  
Cyber Security and Fraud Management**

**Semester IV  
23BREPD4**

**Hrs of Instructions/week: 2(L:2)  
No: of Credits: Remarks**

**Course Objective**

1. Effectively apply knowledge in simulated real-world conditions to protect and defend complex networks and infrastructures.
2. Implement incident response and digital forensics techniques.
3. Develop cyber security strategies and policies.
4. Exhibit knowledge to secure corrupted systems, protect personal data, and secure computer networks in an Organization.
5. Demonstrate data analysis as it pertains to identifying and responding to cyber-attacks.

**Unit I Introduction to Cyber security**

**6 Hrs**

**Introduction:** Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.

**Unit II Cyber crime and Cyber law**

**6 Hrs**

**Cyber Crime and Laws:** Classification, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi, Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cyber crime and offences, Organisations dealing with Cyber crime and Cyber security in India, Case studies.

**Unit III Social Media Overview and Security and E- Commerce**

**6 Hrs**

**Introduction to Social Networks:** Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media.

**E-Commerce:** Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Introduction to digital payments, Components of digital payment and stake holders.

**Unit IV Digital Payments**

**6 Hrs**

**Modes of digital payments:** Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorised banking transactions. Relevant provisions of Payment Settlement Act,2007,

**Digital Devices Security, Tools and Technologies for Cyber Security:** End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software, Device security policy, Cyber Security

best practices, Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus, Wi-Fi security, Configuration of basic security policy and permissions.

## **Unit V Fraud Management**

**6 Hrs**

**Computer Fraud Protection:** Prevention Controls, Detection Controls, Mitigation Controls, Encryption/ Decryption

**Incident of Cyber crimes:** Cyber Crime Reporting, Cyber Crime Investigation, Cyber Crime Management, Evidence Collection & Chain of Custody ,Cyber Crime Risk Management, Cyber Forensics Electronic Transactions.

**Global Payment Processing Payment Cards & Data Security, Electronic Card Frauds:**

ATM Cards, Credit Cards, Smart Cards Cyber Laws & Regulatory Compliance.

**Cyber Law in India:** Information Technology Act – 2000, Electronic Transactions and Taxation Issues, Human traits- Associates, Behavior, Regulatory Compliance.

**Total : 30 Hrs**

### **Text Books**

1. **Indian Institute of Banking and Finance(IIBF)**, *“Prevention of Cyber Crimes and Fraud Management”*, edition- Latest Reprint, Jain Book Agencies.
2. **Rekha Kumari(2023)**, *“Cyber Crime Prevention and Fraud Management”*, Asia-Pacific Holdings Private Limited.

### **Reference Books**

1. **Anne Kohnke, Dan Shoemaker, Ken Sigler (2022)**,*“The Complete Guide to Cyber Security Risks and Controls (Internal Audit and IT Audit)”*, CRC Press, Taylor and Francis Group, an Auerbach Book.
2. **Jessica Barker (2023)**, *“Confident Cyber Security- The essential insights and how to protect from threats”*, 1<sup>st</sup> edition, Kogan Page.

### **Course Outcome**

After completion of the course, the students will be able to

1. Analyze and evaluate the cyber security needs of an organization.
2. Determine and analyze software vulnerabilities and security solutions to reduce the risk of exploitation.
3. Implement cyber security solutions and use of cyber security, information assurance, and cyber/computer forensics software/tools.
4. Design and develop a security architecture for an organization.
5. Design operational and strategic cyber security strategies and policies.

## **Human Resource Management**

**Semester V**  
**23BREC10**

**Hrs. of instruction/ week: 6 (L:5,T:1)**

**No. of Credits: 6**

### **Course Objectives:**

- 1 Provide insights on the basic concepts of Human Resource Management.
- 2 Familiarise the methods and techniques of Human Resource Management.
- 3 Outline the Human Resource Management processes
- 4 Elucidate the challenges and issues in Human Resource Management and Industrial Relations
- 5 Highlight the HR and Industrial relationship practices to ensure employee contribution and productivity.

### **Unit I Human Resource Management**

**15 Hrs**

**Overview:** Meaning, Objectives, Evolution - Functions, Roles, HR Policies.

**Human Resource Planning:** Process, Job Analysis, Job Design, Job Description, Job Specification Recruitment - Process, Screening, Evaluation and Control, Selection and Placement - Process, Orientation and Placement.

### **Unit II Performance Appraisal, Training and Development**

**15 Hrs**

**Performance Appraisal:** Process, Techniques, Challenges, Job Evaluation, Performance Appraisal vs. Performance Management, Performance Counselling.

**Training:** Importance, Training Need Analysis, Methods, Executive Development.

**Career Planning and Development:** Learning cycle, Process, Career Anchors.

### **Unit III Human Resource Maintenance**

**15 Hrs**

**Compensation and Rewards Management:** Payroll calculation, Incentive Schemes, Rewards, Stock Option, Fringe Benefits, Employee Benefits.

### **Unit IV Employee Welfare**

**15 Hrs**

**Employee Welfare:** Social Security, Work Environment, Transfers, Promotions and Separations, Employee Health and Safety.

**Grievances:** Causes, Redressal Process, Exit Policy.

### **Unit V Industrial Relations**

**15 Hrs**

**Industrial Relations:** Objectives and Approaches, Industrial Disputes, Causes, Prevention and Settlement.

**Collective Bargaining:** Objectives, Importance, Workers' Participation in Management. Employee Morale, Factors, Measures, Job Satisfaction, Stress Management.

**Total:75 Hrs**

### **Tutorials:**

#### **List of Activities**

1. List the various positions in a retail outlet and define their job roles. **3 hrs**
2. Select five positions in a retail outlet and design a payroll system using Excel **3 hrs**
3. Design a training program to orient the salespersons on customer service, products and billing systems **3 hrs**
4. List the labour legislations that regulate the working hours, working conditions, remuneration and other safety norms **3 hrs**

- 5 Select a retail management job role and develop your resume and apply for the job. **3 hrs**

Total **15 Hrs**

### Text Books

1. **L.M. Prasad**(2018), “*Human Resource Management*”, Sultan Chand & Sons, New Delhi.
2. **P.C. Tripathi**.(2019),“*Personnel Management and Industrial Relations*”, Sultan Chand & Sons, New Delhi.

### Reference Books

1. **P. Subba Rao.**, (2018),“*Personnel & Human Resource Management*”, Himalaya Publishing House.
2. **K. Aswathappa**, (2019),“*Human Resource and Personnel Management*”, Tata McGraw Hill Publishing Co. Ltd.
3. **Shashi K. Gupta and Rosy Joshi**,(2019), “*Human Resource Management*” Kalyani Publishers, New Delhi.

### Course Outcomes

On the completion of the course, the students will be able to

1. Apply underpinning theoretical base for human resource management.
2. Identify the human resource requirement, roles and skills set required for each role in retail outlet. .
3. Implement the processes to ensure effective human resource management
4. Design work environment and norms to meet the retail industry standards and norms
5. Apply global HRM practices for effective employee relationship and inculcate the culture of teamwork, integrity and customer ethics.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P010	PSO1	PSO2	PSO3
CO1	H	M	L	L	H	M	H	M	H	M	M	H	L
CO2	H	H	H	L	M	M	H	L	M	M	H	H	L
CO3	H	H	L	M	M	H	H	M	L	M	H	M	L
CO4	H	M	H	L	H	H	L	M	M	M	H	H	H
CO5	H	H	M	M	M	H	H	M	L	L	H	L	M

## Retail Legislation

Semester V  
23BREC11

Hrs. of Instructions / week: 6(L:5,T:1)  
No of Credits: 6

### Course Objectives:

1. Provide insights on the legal systems affecting retailing.
2. Enumerate the retail legal framework
3. Elucidate the Acts and Regulatory framework related to establishment and governance of retail outlets.
4. Create awareness of regulations related to consumer protection and foreign direct investments and IT laws
5. Inculcate ethical practices in retailing

### Unit I Governance

15 Hrs

**Overview:** Issues, Need, Legal Framework for retailing

**Acts Relating to Governance:** Shop and Establishment Act, Essential Commodity Act, Prevention of Food and Adulteration Act, Standards of Weights and Measures Act, Maximum Retail Price Act

### Unit II Contract and Competition

15 Hrs

**Sale of Goods Act:** Essentials, Conditions and Warranty, Rights of an unpaid seller, Vendor agreement for e-commerce.

**Competition Act:** Anti-agreements, Abuse of dominance, tie-in arrangement, exclusive supply agreement, exclusive distribution agreement, refusal to deal, resale price maintenance, regulation of combinations, enquiry of Commission. Restrictive Trade Practices

### Unit III Employee and Consumer Protection

15 Hrs

**Employee related Law:** Shop and Establishment Act - Employee Rights, Compensation, Labour Clearance, Fair Labour Standards Act

**Consumer Protection Act:** Consumer rights, Procedures, Consumer grievances, Redressal, Types, process, Machineries and Forums, consumer contract regulation.

### Unit IV Price, Product and Promotion

15 Hrs

**Product Laws:** Warranty, Sales, liability, Intellectual Property Act: Copyrights, Trademarks, Patent Rights.

**Retail Pricing:** Government rules- horizontal price fixing, vertical price fixing, price discrimination, minimum price levels, Unit pricing, Item Price Removal, and Price advertising

**Promotion:** Deceptive sales practices, Deceptive Advertising, Deceitful diversion of Patronage.

### Unit V E Commerce

15 Hrs

**Consumer Protection and IT Acts:** Consumer protection e-commerce Rules , Data Protection Bill, Information Technology (Intermediary guidelines and digital media ethics code) , Cyber security- IT act and rules, Payment and Settlement Act, IT ( reasonable security practices and procedures and sensitive personal data or Information ) rules, 2011

**Others:** Cultural norms, Brand enforcement Act, IRDAI regulations, Direct Selling rules, FDI and FEMA.

**Total: 75 Hrs**



## Tutorials

### List of Activities

1. Prepare a sales contract that abide by all regulatory conditions **3 Hrs**
2. Select packages of 10 retail products and highlight the statutory elements presented in the package and their meaning. Check if the package consists of norms set by various Governance Acts and retail standards. **3 Hrs**
3. Select cases of unfair trade practices and promotions, discuss the issues and suggest remedial measures. **3 Hrs**
4. Analyse legal cases in consumer affairs and discuss the important points and present a report **3 Hrs**
5. A international multi brand retail chain is interested to start their retail outlets in Indi, what are the legal regulations under FDI, and REMA regulations **3 Hrs**

**Total: 15 Hrs**

### Text Books

1. **Barry Berman, Joel R Evans** (2012), “*Retail Management – A Strategic Approach*”, 12<sup>th</sup> edition, Pearson Education, New Delhi
2. **Kapoor, N. D** (2019), “*Elements of Mercantile Law*”, Sultan Chand & Sons, New Delhi.
3. **P. K. Goel** , (2008), “*Business Law for Managers*”, Biztantra Publishers, India.

### Reference Books

1. **Akhilshwar Pathack**,(2019), “*Legal Aspects of Business*”, 4<sup>th</sup> edition, Tata McGraw Hill, New Delhi.
2. **P. P. S. Gogna**, (2015), *Mercantile Law, S. Chand and Co. Ltd.*”, *Elements of Law*”, New Delhi, 11th Edition,
3. **Maheshwari, S.N. and S.K. Maheshwari**, (2015), “*A Manual of Business Law*”, 6<sup>th</sup> edition, Himalaya Publishing House, New Delhi.

### Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the regulatory framework to retail business.
2. Identify legal complexities and related remedies.
3. Implement systems to monitor the functioning of retail business within the regulatory framework.
4. Identify the stakeholder’s rights and abide by the regulations to ensure good governance.
5. Conduct ethical retail business in line with the regulatory framework.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P010	PSO1	PSO2	PSO3
CO1	L	M	H	M	L	M	H	M	H	M	M	H	M
CO2	H	H	H	L	M	M	H	H	H	M	H	H	H
CO3	H	H	H	M	M	H	H	M	L	M	H	M	H
CO4	M	H	L	L	M	M	H	M	H	M	H	M	L
CO5	H	H	M	M	L	H	M	L	H	M	H	L	H

## **Project and Internship\***

**Semester V**  
**23BREDE3D**

**Hrs. of instruction / week:6 (P:6)**  
**No of Credits: 6**

### **I Internship\***

The students will undergo internship by the end of fourth semester for 4 weeks (3 credits) during summer vacation. The internship can be undertaken in any of the following.

1. Retail Outlets/Retail Banking and Insurance/Malls.
2. Organization involved in trading and/or manufacturing and/ or distribution.
3. Logistics and Warehousing Firms
4. e-Commerce consortia or e-tailer

The internship experience should be presented as a report. The evaluation will be by internal members for 50 marks.

### **II. Project to be pursued and completed during the fifth semester for 6 Hrs (3 credits).**

The project can be in any areas of sectoral or discipline specific specialisation area.

The project report should consists of the following chapters.

1. Introduction
2. Review of Literature
3. Methodology
4. Results and Discussions

The project will be evaluated for 50 Marks.

**Option A: Logistics Management  
E- Commerce and EXIM Logistics**

**Semester V  
23BRESE3A**

**Hrs . of Instruction / week:4(L:2,P:2)  
No of Credits: 3**

**Course Objectives**

1. Provide knowledge on E-Commerce Operations, EXIM Procedures and Resource Allocation.
2. Enumerate the E- Commerce and EXIM Logistics Activities and Process.
3. Elucidate the Regulatory Norms, Taxation and Documentation Procedures in E- Commerce and EXIM logistics.
4. Develop the skills to Plan, Source, Transport and Deliver Goods Internationally.
5. Imbibe Integrity, Ethics and Compliance to Regulatory Practices in E- Commerce and EXIM Logistics.

**Unit I E- Commerce Logistics Operations**

**6 Hrs**

**E COMMERCE Logistics :** Concept, Business Models- Drop shipping. Private labelling, Print on demand, Third-party fulfilment, In-house fulfilment, Drop servicing

**Resource allocation and E Commerce Operations Management :** Process - Daily order Analysis, Transport Plans, Delivery Schedules, Priority Orders, Inventory to Approve, Order Delivery from Fulfilment Centre, Allocation- Manpower, Material, Resource Budgets, Review Daily Activities in Fulfilment Centre.

**Order Processing Activities:** Relationship Management, Contractors, Transporters, Freight Operators, Clients, Shipping Companies, Customs, and Regulatory Bodies, Escalation Procedure. Robust Corrective and Preventive Actions.

**Unit II Ecommerce Logistics Planning and Execution**

**6 Hrs**

**Demand Forecasting:** Analysing new Requirements, Trend Analysis of Order Processing, Market Reports Analysis, Sales Forecast and Associated Resource Requirement Plan, Contingency Plans for Managing Variability, Periodic Review and Updation.

**Order Processing Management:** Analysis-Orders for availability in Fulfilment Centre/Delivery Centre (FC/DC), Order Allocation for Alternative FC/DC, Delivery Partners Relationship Management, Inspection Process, Item Replacement Process, Periodic Order Processing Reports.

**Inbound And Outbound Operations:** Process and Documentation -Unloading Goods, Record Quantity Mismatch, Quality Inspection - Sorting, Segregation, Storage, Quarantine, Order Aggregation, Inspection and Approval, Pickup and Delivery Management by Logistics Partners, Performance Analysis.

**Reverse Logistics:** Product Return Inspection - Packaging Standards, Timelines and Documentation, Manage Goods Returns in Coordination with Delivery Agencies, Quality Assurance- Recycling, Scrapping, Return of Goods to Supplier, Process and Documentation, Product Exchange Return Report, Pending Orders for Return, Order Execution.

**Unit III EXIM Logistics**

**6 Hrs**

**EXIM Logistics Activities:** Warehouse, Transportation Modes and Coordination.

**Documentation:** Introduction, EXIM Documentation Checklist- Cargo Quantity, Value, Packing, Labelling, Weight, Size, KYC, GST - Copies Of Invoice, Purchase Order, Statutory Declaration Form(SDF), Packing List, Shipping Bill/Airway Bill, Bill Of Lading, Delivery Order, Certificate of Origin, Industrial Licence, Insurance Document,

**Customs Bond Executions Process:** Indian customs EDI systems(ICES)- Bill of Lading, Airway Bill, Commercial Invoice, Dock Receipt, Shipping Bill, Bill of Entry, Inspection-Quantity, Unit, Freight On Board (FOB)/ Cost Insurance And Freight (CIF) Value, Declaration of Goods, Documentation- Pilferage, Damage, Customs Clearance Process, Web Portal (Indian

Customs Electronic Commerce- ICEGATE), Payment Processing, Tracking Procedure- Portals of Customs, Shipping Lines, Directorate General of Foreign Trade(DGFT), Participative Government Agencies (PGAS)

**EXIM Cargo Movement:** Export And Import Goods Documentation Requirement- Air And Ocean Cargo, Precautions, Compliance- Package, Transport Documentation, MHE Selection Process, Route Planning, Cargo Consolidation, Track Cargo Movement, Reporting.

**Unit IV Customs Clearance field activities 6 Hrs**

**Customs Clearance:** Introduction, Documentation Requirement, Dispute Resolution Process, Accuracy of Packaging- Customer/ Country/Product Requirements, Customer Inspection, Container/ Cargo Sealing Process, Cargo Handling and Movement, Report- Daily Shipment Activities, Photographs of Seals, Container Number, Cargo Stuffing, Records- Shipper, Customs Agent, EXIM Office for Filing and Processing, Track Shipment- Indian Customs Electronic Commerce ICEGATE, Participative Government Agencies PGAS, Let Export Order/ Out of Customs Charges.

**GST Application:** Concept-Location of Service Recipient, Place of Supply of Services, Classification of Transactions- CGST, IGST, SGST, Rules and Regulations, Process-Registration, Computation of GST, Invoice Inspection and GST Application.

**Unit V Guidelines on Integrity and Ethics 6 Hrs**

**Integrity and Ethics:** Concepts, Regulatory Requirements, Data and Information Security Practices, Corrupt Practices, Code of Conduct and Etiquettes, Integrity and Ethics Violations, Escalation Matrix.

**Compliance To Health, Safety And Security Norms:** Introduction, Procedures, CFS, ICD, 5S, Standard Operating Procedures(SOP), Standard Protocol- Emergency Situations, Accidents, Breach of Safety, Health, Safety and Security Violations and Escalation Matrix.

**Total: 30 Hrs**

**List of Practicals:**

- |    |  |             |
|----|--|-------------|
| 1. | Analyse an Ecommerce Order Fulfilment Centre (Amazon, Flipkart, Myntra) and List five unique characteristics of the centre.                    | <b>3hrs</b> |
| 2  | For A Given Data Based on Trend Analysis prepare an Ecommerce Order Processing Plan.   | <b>3hrs</b> |
| 3  | Perform Transport Coordination, Examine Loading and Unloading activities verification of GST Invoices, and Collect, Feed data into ERP systems | <b>3hrs</b> |
| 4  | Prepare the EXIM Documentation checklist (Choose Air/ Ocean cargo)   | <b>3hrs</b> |
| 5  | Review the Know Your Customer (KYC) and Goods and Service Tax (GST) and submit a report.   | <b>3hrs</b> |
| 6  | Prepare Mandatory Documentation in Indian Customs EDI systems (ICES)   | <b>3hrs</b> |
| 7  | Prepare periodic Order Processing Performance Reports based on Transit Duration, Transfers or Regulation affecting Shipments for clients.      | <b>3hrs</b> |
| 8  | Compute GST based on Documentation provided to you with suitable examples.   | <b>3hrs</b> |
| 9  | Analyse and Interpret a Case Study about Reverse Logistics/ Product Damage/ Pending Orders for Return/ Order Execution.                        | <b>3hrs</b> |
| 10 | Prepare for Logistics Skill Council Certification in Ecommerce Team Lead and EXIM Executive.   | <b>3hrs</b> |

**Total: 30 Hrs**

### Textbooks

1. **Deborah L Bayles** (2000) “*E -Commerce Logistics and Fulfilment - Delivering the Goods*”, Prentice Hall, New York.
2. **Paul Schonsleben** (2018), “*Integrated Logistics Management*”, Auerbach Publications, New York
3. **Usha Kiran Rai**,(2015), “*Export - Import and Logistics Management*”, 2<sup>nd</sup> edition, Eastern Economy Edition, PHI Learning Pvt. Ltd, New Delhi.

### Reference Books

1. **Burt, Dobler, Starling** (2008), ‘*World Class Supply Management- The Key to Supply Chain Management*’, 1<sup>st</sup> edition, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
2. **Christopher. Martin**(2011), “*Logistics and Supply Chain Management*”, 4<sup>th</sup> edition, Pearson Education, New Delhi.
3. **David Simchi, Levi, Philip Kaminsky, Edith Simchi Levi**(2007), “*Designing and Managing the Supply Chain*”, 3<sup>rd</sup> edition, McGraw Hill Publications, New Delhi.
4. **Donal J Bowersox, David J Coss, M Bixby Cooper** (2008), “*Supply Chain Logistics Management*”, 2<sup>nd</sup> edition, Tata McGraw Hill, New Delhi.
5. **James R. Stock, Douglas M. Lambert** (2001), “*Strategic Logistics Management*”, 2<sup>nd</sup> edition, Mc Graw Hill Publications, New York.
6. **Yasanur Kayikci**(2019), “*E- Commerce in Logistics and Supply Chain Management*” IGI Global, USA.

### Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the Practical Nuances of Operational Aspects of E Commerce and EXIM Logistics Management
2. Analyse Sales and Returns Data to Forecast The Demand and Arrange Cargo Movement in Coordination with the Stakeholders
3. Prepare Documentation and Reports to Meet the Administrative and Statutory Requirements in Cargo Movement, EDI Filing and Domestic and International Clearance and GST Compliance.
4. Plan the Activities in E-Commerce and EXIM Logistics Operations Management to Meet the Global Economical and Global Scenario.
5. Execute Logistics Operations with Workplace Integrity, Ethics and Compliance to Safe Work Environment Norms.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	M	H	H	L	M	L	M	H	M	L
CO2	H	H	L	M	L	H	M	H	M	M	M	H	L
CO3	H	H	M	H	H	L	M	L	H	M	L	H	M
CO4	H	H	L	H	M	M	H	L	M	M	M	H	L
CO5	H	H	L	M	L	M	H	M	H	M	H	M	L

**Option B: Procurement and Warehouse Management  
Statutory Regulations in Warehousing**

**Semester V  
23BRESE3B**

**Hrs. of Instruction / Week:4 (L:2,P:2)**

**No of Credits: 3**

**Course Objectives**

- 1 Expose the areas in Warehouse Business and Management
- 2 Provide Insights on the Basic Concepts of Statutory Regulations in Warehouse Management.
- 3 Enumerate on the Administrative Mechanisms and Legislations that Regulate Warehousing Sector
- 4 Elucidate the Statutory Liabilities, Duties and Powers of Warehousemen, Authorities and Government
- 5 Explain the Warehousing Standards and Finance, Accounting and Audit Procedures.

**Unit I Warehousing Business Regulations**

**6 Hrs**

**Warehousing (Development and Regulation) Act (2007) :** Overview, Scope, Definitions, Amendments .

**Registration:** Warehouses, Accreditation Agencies, Warehouses Issuing Negotiable Warehouse Receipts.

**Warehousemen:** Liabilities, Duties, Records and Accounts for Warehouse Business, Special Powers- Perishable and Hazardous Goods, Lien of Warehouseman on Goods

**Unit II Warehouse Receipts**

**6 Hrs**

**Warehouse Receipts Negotiability:** Meaning, Negotiation of Warehouse Receipt -, By Delivery, Transfer of Negotiable Receipts without Endorsement, Warranties on Negotiation of Receipts, Non-Liability of the Endorser, Negotiation of Receipt not impaired by Fraud, Mistake or Duress, Subsequent Negotiation, Delivery of Goods to be made after Due Charges are Paid, Transfer of Non Negotiable Receipts, Conclusiveness, Issues of Duplicate Receipts

**Unit III Authority**

**6 Hrs**

**Warehousing Development and Regulatory Authority :** Establishment and Incorporation, Composition, Tenure of Office of Chairperson and other Members, Removal from Office, Salary, Allowances and other Terms and Conditions of Chairperson and other Members, Bar on Future Employment of Members, Chairperson to be the Chief Executive of Authority, Meetings of Authority, Vacancies, etc., not to invalidate Proceedings of Authority, Officers and Employees of Authority, Warehousing Advisory Committee, Powers and Functions.

**Powers of Central Government:** Issue Directions, Supersede Authority, Rules and, Power Regulations formulation.

**Unit IV Warehouse Standards and Accounting Procedures**

**6 Hrs**

**Warehousing Standard :** Warehousing Structure, Maintenance, Warehouse Machinery, Warehouse Management Systems, Palletization, Racking and Material, Handling Equipment, Transportation – Network Optimization, Vehicle Turning Radius, Designing for Vehicles, Product Specific – Assaying /Grading, Sampling and Testing, Weighment, Recent Trends- Warehouse Automation, Artificial Intelligence in the Warehouse

**Finance, Accounts and Audit:** Grants by Central Government, Constitution of Fund, Accounts and Audit, Furnishing of Returns, Annual Report to Central Government.

**Unit V Appeal Mechanism: 6 Hrs**

**Appeals, Offences and Penalties:** Appeals to Appellate Authorities, Offence- Offences by companies, Cognizance of offences by Courts,

**Miscellaneous :** Chairperson, Members, Officers and other Employees of Authority to be Public Servants, Protection of action taken in good faith, Delegation of powers, Exemption from tax on wealth and income, Central Government Rules and regulations to be laid before Parliament, Act to have overriding effect, Power to remove difficulties.

**Total: 30 Hrs**

**List of Practicals**

- |    |  |             |
|----|--|-------------|
| 1. | From newspapers and websites list five issues in warehouse business that were resolved through legal interventions and brief the legal remedy provided.            | <b>5Hrs</b> |
| 2. | List a warehouse and write a report on five regulatory compliances followed by them.   | <b>5Hrs</b> |
| 3. | Based on the case set provided identify the nature of negotiable receipt and write a note on validity, type and transferability of the receipt.                    | <b>5Hrs</b> |
| 4. | Prepare a policy statement based on the duties, liabilities, special powers and compensation clause of a warehouseman dealing with perishable and hazardous goods. | <b>5Hrs</b> |
| 5. | List the procedure to get a warehouse licence in India.  | <b>5Hrs</b> |
| 6. | Visit a warehouse and list the warehousing standards followed by them. List the deviations and provide remedial measures.  | <b>5Hrs</b> |

**Total: 30 Hrs**

**Text Books**

1. **Bare Act (2018) “Warehousing (Development & Regulation) Act, 2007”**, Professional book publishers, India.
2. **Warehousing Association of India (2022), “E -Handbook on Warehousing standards”**. <https://warehousingindia.org/wp-content/uPOads/2022/09/Handbook-on-Warehousing-Standards.pdf>

**Reference Books**

1. **Andrew J.Briggs (2021), “Warehouse Operations Planning and Management”**, Wiley Publication, Pennsylvania State University.
2. **David Simchi, Levi, Philip Kaminsky, Edith Simchi Levi(2007), “Designing and Managing the Supply Chain”**, 3<sup>rd</sup> Edition, McGraw Hill Publications, New Delhi.
3. **Gwynne Richards, (2021) “Warehouse Management– A complete Guide to Improving Efficiency and Minimising Costs in the Modern Warehouse”**, Kogan Page; Kindle 3<sup>rd</sup> edition.
4. **James R. Stock, Douglas M. Lambert(2001), “Strategic Logistics Management”**, 2<sup>nd</sup> Edition, Mc Graw Hill Publications, New York.
5. **Villivalam Rangachari Rangarajan (2022), “Basics of Warehouse and Inventory Management : (The pillars of business Logistics)”**, Kindle Edition, India Specific Edition.

**Course Outcomes**

On the completion of the course, the students will be able to

1. Identify the areas in warehouse business and management that require legal remedies.
2. Comprehend the concepts of statutory regulations in warehouse development management and funding.
3. Identify the legal nuances of warehouse registration, receipts, warehousing standards, finance, accounts and audit procedures.

4. Formulate Administrative mechanisms in compliance with warehousing development and regulations act.
5. Comprehend the deviations in statutory compliances and provide suggestions.

**CO-PO Mapping**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	L	H	M	L	M	H	M	H	H	M	L	H	M
CO2	M	L	H	M	M	M	H	L	H	M	M	L	H
CO3	M	M	L	H	H	M	L	L	H	H	H	M	L
CO4	L	M	L	H	M	M	H	H	H	M	M	H	L
CO5	M	M	L	M	H	H	H	L	M	H	H	L	M



**Option C: Retail Banking, Financial Services and Insurance**  
**Customer Relationship and Selling Skills for Banking, Financial Services and Insurance**

**Semester V**  
**23BRESE3C**

**Hrs . of Instruction / week:4(L:2,P:2)**  
**No of Credits: 3**

**Course Objectives**

1. Provide insights on CRM and selling skills in Banking, Finance and Insurance.
2. Familiarise on the strategies and practices of acquiring and retaining customers
3. Elucidate the application process of the Banking, Finance and Insurance products and services. .
4. Create awareness on the regulatory and technology framework that impact selling and enhancing customer relationships
5. Develop skills to formulate sales plans to sell and cross sell products and services

**Unit I Customer Relationship Management** **6 Hrs**

**CRM Concepts:** Definition - Components , Goals , Benefits.

**CRM Process: CRM Cycle** - Modules of CRM - 4C's (Elements) of CRM Process - CRM Process for marketing organisations - CRM Affiliation in Retailing Sector.

**Developing CRM Strategy:** Role of CRM in business strategy - Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing customer communications.

**Sales Force Automation:** Sales Process, Activity, Contact, Lead and Knowledge Management: Field Force Automation.

**Unit II Banking and Microfinance** **6 Hrs**

**New customer sourcing:** Segmentation of market according to demographics, Ways to approach customers, process of establishing communication, interaction with customers, Cross sell opportunities and ways to sell.

**Application Process:** Process of account opening, documentation and KYC, Critical areas of application form, Practice of filling application form.

**Soft skills for Microfinance customers:** Formulation of Sales strategies, Generation and firming of leads, Communication process for getting appointment, Optional handling, Closure calls.

**Cross selling of products:** Concept of investment products- mutual funds, life insurance and general insurance, Communication channels for cross sell different products.

**Unit III Insurance** **6 Hrs**

**Selling Skills:** Sales process of planning to execution, Database creation, cold calling, lead generation, Advantages of lead prioritising, Communication process for appointment, Grooming and etiquettes, Objection handling and closing a call.

Insurance Applications Processing - Calculation of premium as per plans, Application process and documentation, Accurate documentation, optional documents, After sales activities.

**Unit IV Mutual fund market research and sales** **6 Hrs**

**Mutual funds and selling:** Analysis of top mutual funds factors influencing, Develop profile of target customers based on research of market and mutual funds.

**Selling mutual funds:** Approach and sell products and services, Educate and inform customers about product and services, Assess customer needs and share research information to customers, mapping appropriate mutual funds to customer goals, risk profiling, dividend calculation.

## Unit V Consumer affairs

6 Hrs

**Consumer affairs:** Consumer buying process and post-purchase behaviour, Factors affecting voicing of consumer grievances, Alternatives available to Dissatisfied consumers: Private action and public action: Conciliation and intermediation for out-of-court Redressal.

**Consumer rights:** UN Guidelines on consumer protection, Unfair trade practice, restrictive trade practice, Consumer Protection Act 2.

**Industry Regulators in Consumer Protection:** Banking- RBI and Banking Ombudsman. Insurance- IRDA and Insurance Ombudsman, Telecommunication- TRAI,

**Contemporary Issues in Consumer Affairs:** Formation of consumer organisation, Misleading advertisements and sustainable consumption.

**Total: 30 Hrs**

### List of Practicals

1. Select Bank or an Insurance company and Sketch their product mix and list the cross selling strategies of them. **3 Hrs**
2. Select a 3 mutual fund/ banking/ insurance products and compare the segmenting, targeting and positioning strategies and present a report **3 Hrs**
3. Identify a potential customer and assist him to open a bank account and present the process undergone by you and the customer to open an bank account **3 Hrs**
4. Identify an Insurance plan and design a online promotion campaign mentioning the USP of the product **3 Hrs**
5. Select a mutual fund, banking or insurance product and design a selling plan for the same. List the procedure to apply for the same online. **3 Hrs**
6. List the various Microfinance and microinsurance products available in India **3 Hrs**
7. List the various IRDA regulations that should be taken into consideration while marketing the Insurance products. **3 Hrs**
8. Select two Fintech products and list the uniqueness and safety norms. List the procedure to avail the products. **3 Hrs**
9. Select an SIP scheme and market, list the features and procedures to market and apply for the scheme **3 Hrs**
10. Analyse leading Cases decided under Consumer Protection law by Supreme Court/National Commission regarding banking , Insurance and Unfair Trade Practices **3 Hrs**

**Total: 30 Hrs**

### Text Book

1. **Jill Dyche**(2002), *“The CRM Handbook: A Business Guide to Customer Relationship Management”*, 4<sup>th</sup> edition, Addison Wesley Information Technology Series, US.
2. John W. Gosney and Thomas P. Boehm (2000), *“Customer Relationship Management Essentials”*, 1<sup>st</sup> edition, Prima Tech, US.
3. **Shekar & Shekar** (2016), *“Banking Theory & Practice”*, Vikas Publishing House Pvt. Ltd., New Delhi.
4. **Tyagi CL, Madhu Tyagi-** *“Insurance Law and Practice”*, Atlantic Publishers and Distributors (P) Ltd; 2<sup>nd</sup> Revised – Kindle Edition

### Reference Books

1. **Dave Chaffey**(2008), *“E-Business and E-Commerce Management Strategy, Implementation and Practice”*, 3<sup>rd</sup> edition, Pearson Education, US.
2. David Kosiur(1997), *“Understanding Electronic Commerce”*, 1<sup>st</sup> edition, Microsoft Press, US.
3. **Faculty of Finance & Management**(2002), *‘Customer Profitability Analysis’*, 1<sup>st</sup> edition, The Institute of Chartered Accountants (England & Wales)

4. **Gordon E. and Natarajan K.** (2016). *“Banking Law and Practice”*, Himalaya Publishing House, New Delhi.
5. Murthy. C.S.V. Murthy (2016), *“e-Commerce, Concepts, Models and Strategies”*, 1<sup>st</sup> edition, Himalaya Publishing House, Mumbai.
6. The Institute of Company Secretaries of India- *“Insurance Law and Practice”*–Study Material Professional Programmes- New Delhi.

### Course Outcomes

On the completion of the course, the students will be able to

1. Comprehend the role and functions of the Banking and Insurance system in India.
2. Apply the knowledge about the key banking and insurance regulatory norms and measures for effective customer service.
3. Critically analyse and integrate various financial and fintech products/ services features with procedures to acquire and retain customers .
4. Design selling and crossing plans for Micro Investments, Banking and Insurance Products.
5. Educate the customers on various services and ethically suggest products and services.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	L	M	L	H	M	H	H	M	H	H	L	H	M
CO2	M	M	H	H	L	M	H	M	H	L	M	H	L
CO3	H	L	M	H	M	L	M	H	M	H	L	M	H
CO4	M	H	H	L	M	H	H	M	M	L	H	L	M
CO5	H	L	M	M	H	H	M	M	L	H	H	L	M

## Professional Development Course (PDC) -V

### Retail 4.0 and 5.0

Semester V  
23BREPD5

Hrs of Instruction/week:2 (P:2)  
No: of Credits: Remarks

#### Course Objectives

1. Introduce to the concept of Industry 4.0 and 5.0
2. Familiarise the application of Industry 4.0 and 5.0 in retailing.
3. Develop the skills to observe the paradigm shift in Industry 4.0 and 5.0 consumer behaviour
4. Train on Retail 4.0 and 5.0 operations
5. Build competencies to redefine retailing to meet the opportunities for Industry 4.0 and 5.0 era

#### List of Practicals

- 1. Personalized Customer Experiences: 2.5 Hrs**  
Exercise: Develop customer personas and map out personalized shopping journeys for different segments. Use customer data and AI tools to recommend products and tailor promotions.
- 2. Omnichannel Integration: 2.5 Hrs**  
Exercise: Create a scenario where a customer starts their shopping journey online, continues in-store, and completes the purchase on a mobile app. Analyse how these channels interact and how data is shared across them.
- 3. Inventory Optimization with IoT: 2.5 Hrs**  
Exercise: Simulate an IoT-based inventory management system. Use sensors to monitor stock levels in real-time and trigger reorders when necessary. Analyse the impact on inventory turnover and customer satisfaction.
- 4. Augmented Reality (AR) Experiences: 2.5 Hrs**  
Exercise: Develop an AR app that allows customers to virtually try on Clothes or visualize furniture in their own space. Collect feedback on usability and the impact on conversion rates.
- 5. Supply Chain Transparency: 2.5 Hrs**  
Exercise: Create a mock supply chain scenario and implement block chain or other technologies to track products from source to shelf. Evaluate how this transparency affects customer trust and brand reputation.
- 6. AI-Driven Personalization: 2.5 Hrs**  
Exercise: Implement a recommendation engine powered by AI that offers personalized product suggestions based on past purchases, browsing behaviour, and demographics. Measure the impact on conversion rates and average order value.
- 7. Voice Commerce and Conversational AI: 2.5 Hrs**  
Exercise: Develop a voice-activated shopping assistant or integrate a Chabot for customer inquiries. Assess its effectiveness in handling customer queries and facilitating purchases.
- 8. Sustainability and Circular Economy: 2.5 Hrs**  
Exercise: Create a sustainability initiative, such as a recycling program or a "buy-back" scheme for used products. Monitor the environmental impact and customer response to these initiatives.

- 9. Virtual and Augmented Reality Shopping Experiences: 2.5 Hrs**  
 Exercise: Build a VR-based virtual store where customers can browse and shop. Collect feedback on user experience, and evaluate if this technology influences purchasing decisions.
- 10. Dark Stores and Micro-Fulfilment Centres: 2.5 Hrs**  
 Exercise: Design a micro-fulfilment strategy that optimizes order picking and packing for online orders. Analyse the impact on delivery times and cost efficiencies.
- 11. Data Privacy and Security Compliance: 2.5 Hrs**  
 Exercise: Create a scenario where customer data is collected and stored in compliance with the latest data protection regulations. Evaluate the effectiveness of security measures in safeguarding customer information.
- 12. Last-mile Marketing Strategies: 2.5 Hrs**  
 Exercise: List the Marketing 4.0 & 5.0 technologies for enhancing last-mile strategies in Retail Company.

**Total: 30 Hrs**

#### **Text Book**

- Dr Marek Kowalkiewicz, Dr Michael Rosemann, Dr Paula Dootson, “Retail 5.0: Check-Out The Future”,** Brisbane Marketing Economic Development Board.
- Parag Desai, Ali Potia, Brian Salsberg, “Retail 4.0: The Future of Retail Grocery in a Digital World”,** McKinsey and Company.

#### **Reference Books**

- Loh Li Har, Umi Kartini Rashid, Lee TeChuan(2022),“Revolution of Retail Industry: From Perspective of Retail 1.0 to 4.0”,** Published by Elsevier B.V.
- Amitabh Kant, Debjani Ghosh (2022), “Retail 4.0 India Story”,** Published by Nasscom.

#### **Course Outcomes**

On the completion of the course, the students will be able to

- Competence the concept of Industry 4.0 and 5.0
- Apply the technologies and methods of Industry 4.0 and 5.0 in retailing.
- Observe the paradigm shifts in consumer behaviour in Industry 4.0 and 5.0 era
- Operationalize Retail 4.0 and 5.0
- Restructure retailing to meet the global opportunities of Industry 4.0 and 5.0 era

**Students will be divided into teams of 4to 5 members each. Each team will be given 3 activities (divide 12 exercises among the teams)**

## Retail Entrepreneurship

Semester VI  
23BREC12

Hrs. of Instruction /week:8 (L:4,P:4)  
No. of credits: 6

### Course Objectives

1. Familiarise the concept, functions and growth of entrepreneurship
2. Provide insights on project identification and feasibility analysis
3. Elucidate Project design and appraisal techniques
4. Expose to institutional support and the sources of finance for business ventures
5. Encourage the spirit of self-employment and develop small and medium retail outlets.

### Unit I Entrepreneurship

12 Hrs

**Overview:** Meaning, Characteristics, functions

**Entrepreneurial Motivation:** Need for Achievement Theory, Risk-taking Behaviour, Entrepreneurial decision process, Opportunities for Entrepreneurs, Role of entrepreneurship in economic development.

### Unit-II Special Entrepreneurship

12 Hrs

**Family Businesses:** Definition, Types, Characteristics , Challenges, Family business models in India.

**Micro, Small and Medium Enterprises (MSMEs):** Definition, Features, Dynamics and Management, -AGRO Based and Allied, Manufacturing, Retail and Services.

**Special Entrepreneurship:** Types - Women, Rural, Social and Global

### Unit III New Ventures

12 Hrs

**Launching New Ventures:** Idea Generation, Developing and Testing, New Business ideas, Analyzing environmental dynamics and change, Business Models and Industry Trends, Identifying and Selling to Appropriate Markets, Marshalling the Information Resources, Developing Teams and Alliances.

**Funding:** Institutional Support, Government Schemes, Seed Capital, Venture Capital, Angel Investors, Crowdfunding.

### Unit IV Business Plan

12 Hrs

**Business Plan:** Concept, Guidelines - Self & Business Idea Evaluation, Company Overview, Product and Service description, Market analysis, Marketing and sales strategy, Management and personnel plan.

**Financial Feasibility:** Projections, Financial ratios and charts of accounts, Executive summary.

**Implementation:** Raising capital, Building future business, Sample business plan.

### Unit V Incorporation

12 Hrs

**Registration:** Direct Identification Number, Digital Signature Certificate, Company Name Reservation, Certificate of Incorporation and Seal, Permanent Account Number from UTI or NSDL, Tax Account Number, Register For GST, Employee Provident Fund Organization, ESIC, Filing for Approval From RBI/ FIPB, Government Approvals, Environmental Clearance.

**Total : 60 Hrs**

### List of Practicals

1. Analyse the local area within your university or residence, perform a customer need analysis for a retail business and submit a report on the type and potential of retail outlet **15 Hrs**
2. Identify three retail outlets and compare their business models and present your inference on their sustainability **15 Hrs**
3. Analyse the various funding sources to start a retail business and **10 Hrs**

- comment on the pros and cons of the source.
- 4 Prepare a business case to start a retail business and present the report (Group Activity) **10 Hrs**
- 5 Prepare a special report on practices to overcome financial risk and to compliance with purchasing and contracting regulations **10 Hrs**

**Total : 60 Hrs**

### Text Books

1. **Kanka S** (2012), "*Entrepreneurial Development*", 4<sup>th</sup> edition, S. Chand and Company Pvt. Ltd, New Delhi.
2. **Vasant Desai** (2009), "*Dynamics of Entrepreneurial Development and Management*", 5<sup>th</sup> edition, Himalaya Publishing House, Mumbai.

### References Books

1. **Aswathappa**(2009), "*Essentials of Business Environment*", 12<sup>th</sup> edition, Himalaya Publishing House, New Delhi,
2. **Dale Meyer. G & Kurt A Heppard**(2000), "*Entrepreneurship as Strategy Competing on the Entrepreneurial edge*", 1<sup>st</sup> edition, Sage Publications.
3. **Mathew J.Manimala** (2005), "*Entrepreneurship Theory at the Crossroads: Paradigms and Praxis*", 2<sup>nd</sup> edition, Wiley India.
4. **Poornima M Charantimath** (2007), "*Entrepreneurship Development Small business enterprises*", 4<sup>th</sup> edition, Pearson Education, India
5. **Thomas W. Zimmerer, Norman M. Scarborough** (2007), "*Essentials of Entrepreneurship and Small Business Management*", 5<sup>th</sup> edition, Pearson Prentice Hall, New Jersey.

### Course Outcomes

**After completion of the course, the students will be able to,**

1. Comprehend the concept, functions and growth of global retail entrepreneurship
2. Apply knowledge for designing business plans and incorporation of retail outlets.
3. Assess the strengths and weaknesses of various Indian business forms and leverage on the Advantages.
4. Identify the various sources of Funds, Institutional support, and Government Schemes to establish a retail business.
5. Innovate new retail formats and businesses.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	L	H	M	H	H	M	H	H	M	H	H
CO2	H	M	M	H	H	H	L	M	M	H	L	M	L
CO3	H	H	H	H	H	M	L	M	H	L	H	M	H
CO4	H	H	M	M	M	L	H	H	M	H	M	L	H
CO5	H	M	H	M	H	L	H	L	M	H	H	M	M

## e-CRM for Retailing

Semester VI  
23BREDE4A

Hrs. of Instruction /week: 8 (T:4,P:4)  
No. of credits: 6

### Course Objectives

1. Provide knowledge of Customer Relationship, CRM models and business processes.
2. Elaborate on the paradigm shifts in Customer Experience and dynamics of processes and technologies to design e-CRM strategies, websites and software.
3. Provide insights on customer profitability analysis to design relational bond, customer experience and e-CRM applications .
4. Instil skills to innovate integrated marketing communications for effective e-CRM in the digital era.
5. Imbibe ethics and social responsibilities in design and implementation of CRM strategies.

### Unit I Customer Relationship Management 12 Hrs

**Whole Brained CRM:** Evolution, CRM perspectives - Customer Life Cycle, Information Technology, Business Strategy, Customer Life Cycle Model.

**Relationship Marketing:** Concepts- Trust, Commitment, Mutual Connection, Relational Bonds, Relationship marketing Programs and Strategies.

**Consumer Experience:** Consumer Resources, Experience Domains, Consumer Experience Modelling, Customer Experience of digital world, Leveraging technology for Customer Experience.

### Unit II Customer Profitability Analysis 12 Hrs

**Customer Profitability:** Meaning, Customer Lifetime Value, Customer focus, Shareholder Value, Service Profit Chain, Balance Scorecard and Value Proposition.

**Customer Profitability Analysis:** Customer Perspective, Core Measures, Customer Value Proposition, Sears Model, Customer Profitability System, Activity Cost Drivers,

**Improving Customer Profitability:** Measurement, Management, Digital Marketing Applications –Data driven marketing, Predictive marketing, Contextual marketing, Augmented marketing, Agile marketing.

### Unit III e-CRM Business Process 12 Hrs

Business Models for e-CRM: Knowledge Enabled Customer Relationship Management, Demand Chain Management, e-retailing models

**e-CRM Business Process:** Business Process Models and CRM, Pre-order Customer Support Issues, Point of Order Customer Support Issues, Post Order Customer Support Issues.. IOT and AI embedded e-CRM processes, Featuring successful e-CRM websites, Designing model CRM sites modules using PHP, Blender and Drupal.

### Unit IV e-CRM Technology 12 Hrs

**e-CRM technology:** Web-Hub Strategies, Web Architecture for Enterprise Applications, Web Services, Applications and Architecture Platforms, Internet Client/Server Applications, Cloud technologies and applications for CRM .

**e-Security:** Security on the Net, e-business Risk Management issues,



**Digital e-Payment Systems:** Classification, Digital Payment Requirement, Properties of e-Cash, Cheque Payment System on the Internet, Risk and the E-Payment Systems, Designing E-Payment System, Fintech and its application in CRM.

### **Unit V Building and Implementing e-CRM**

**12 Hrs**

**e-CRM software :** Modules, Integrations, Technology Support and Issues, Inbuilt Analytics and application, AI embedded CRM processes .

**Roadmap for Implementation:** Phases, Tasks, Aligning Technology, Barriers to CRM Actualization.

**Ethics:** Code of conduct, best practices, dilemma – security and privacy, regulatory evolutions for IT and AI embedded products and services, e-waste and environment.

**Total: 60 Hrs**

#### **List of Practicals**

1. Case study: CRM strategies of Dabur, Amul. **10 Hrs**
2. Designing value proportions and perform profitability analysis for an imaginary product **10 Hrs**
3. Featuring successful e-CRM websites, Designing model CRM sites modules using PHP, Blender and Drupal. **10 Hrs**
4. Analysis and integration of e-payment schemes to e-CRM webpage. **10 Hrs**
5. Analysis of successful CRM Software and strategic reporting, **10 Hrs**
6. Case study- Amazon AI embedded CRM, Regulatory bottlenecks for Tesla driver less cars and Robots. **10 Hrs**

**Total :60Hrs**

#### **Text Books**

1. **John W. Gosney and Thomas P. Boehm** (2000), “*Customer Relationship Management Essentials*”, 1<sup>st</sup> edition, Prima Tech, US.
2. **Jill Dyche**(2002), “*The CRM Handbook: A Business Guide to Customer Relationship Management*”, 4<sup>th</sup> edition, Addison Wesley Information Technology Series, US.

#### **Reference Books**

1. **Dave Chaffey**(2008), “*E-Business and E-Commerce Management Strategy, Implementation and Practice*”, 3<sup>rd</sup> edition, Pearson Education, US.
2. **David Kosiur**(1997), “*Understanding Electronic Commerce*”, 1<sup>st</sup> edition, Microsoft Press, US.
3. **Faculty of Finance & Management**(2002), “*Customer Profitability Analysis*”, 1<sup>st</sup> edition, The Institute of Chartered Accountants (England & Wales).
4. **Murthy.C.S.V.Murthy** (2016), “*E-Commerce, Concepts, Models and Strategies*”, 1<sup>st</sup> edition, Himalaya Publishing House, Mumbai.

#### **Course Outcomes**

On the completion of the course students will be able to

1. Critically review and interpret the theoretical aspects of CRM across the areas of Customer experience, integrated marketing and e-retailing.
2. Evaluate paradigm shifts in customer behaviour, customer experience, technology and design CRM strategies.
3. Critically analyse and integrate the application of knowledge enabled CRM with demand management and design innovative e-CRM applications.
4. Investigate, customise and implement CRM software, integrated communications and CRM strategies in work-related environment and meet the challenges of the digital era.

- Identify the ethical dilemma and regulatory developments for leveraging technology to meet customer requirements that ensure security and privacy, environmental and social protection.

### CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	L	M	L	H	M	M	L	M	H	H	H
CO2	M	M	H	H	M	M	M	M	H	H	H	M	H
CO3	M	H	H	M	H	H	L	L	H	M	M	H	H
CO4	H	H	H	H	H	H	L	M	M	M	H	M	M
CO5	M	L	H	M	L	M	H	H	M	M	M	L	L

## Financial Management

Semester VI  
23BREDE4B

Hrs. of Instruction/ week: 8(L:4,P:4)  
No. of Credit: 6

### Course Objectives

- 1 Provide knowledge on concepts, cost of capital and financial management
- 2 Enable awareness on the capital structure in which financial management operates.
- 3 Elaborate on the methods of capital budgeting
- 4 Develop an understanding of tools on working capital management
- 5 Elucidate methods and techniques of costing.

### Unit I Introduction

12 Hrs

**Financial Management:** Nature, scope and objectives of profit maximisation Vs. wealth maximisation, Value maximisation-concept and implications, Economic Value Added (EVA), Market Value Added (MVA), Functions and Responsibilities of Finance Manager, Responsible Investment–concept and significance, Triple Bottom Line Concept-People, Planet, and Profit, Time value of money, Risk and Return Analysis, Emerging dimensions in finance area- Crypto Currencies, Block Chain.

### Unit II Capital Budgeting

12 Hrs

**Capital Budgeting:** Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk & Uncertainty-Certainty Equivalent Approach and Risk-Adjusted Discount Rate Method. Responsible Investment-Environmental, Social and governance (ESG) factors into investment decisions, to better manage risk and generate sustainable long term returns, Use of expert system in Capital Budgeting Decisions.

### Unit III Cost of Capital and Financing Decision

12 Hrs

**Cost of Capital and Financing Decision :** Sources of long-term financing, Components of cost of capital, Method for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach), Operating Leverage, Financial Leverage and Combined Leverage, EBIT-EPS Analysis, Cost-Benefits, Analysis including social cost, Determinants of Optimum Capital Structure, Use of expert system in financing decisions.

### Unit IV Managing Profit

12 Hrs

**Dividend Decisions:** Theories for relevance and irrelevance of dividend decision for corporate valuation- Walter's Model, Gordon's Model, MM Approach, Forms of dividend payment, types of dividend policies and Determinants of Dividend policy, Corporate Social Responsibility (CSR) –Policy, Strategy, Implications, and Governance.

### Unit V Working Capital Decisions

12 Hrs

**Working Capital Management:** Concept, Operating & Cash Cycles, Risk-return Trade off, sources of short-term finance, working capital estimation, cash management, an overview of receivables management and inventory management, Use of an expert system in working capital decisions.

**Total : 60 Hrs**

### List of Practicals

- |    |  |       |
|----|--|-------|
| 1. | Work on the spreadsheet for various financing decisions of a select company based on published annual report.  | 10Hrs |
| 2  | Analyse and interpret case study on Capital Budgeting, Financial Structure, Working Capital, and CSR spending of a select company based on published annual report.                          | 5Hrs  |
| 3  | Read the case study titled ‘Investment in Wee Infant Milk Formula: A Capital Budgeting Dilemma’ Prepare and present a report on key learning’s from the same.                                | 5Hrs  |
| 4  | Select 10 companies (5 each from the public and private sector). Study their CSR policy and present a comparative analysis of their profitability and CSR spending over a period of 5 years. | 10Hrs |
| 5  | Prepare and present the strategy to be followed as a finance manager of a hypothetical company which is about to launch an IPO in the market.  | 10Hrs |
| 6  | Prepare and present the strategy to be followed as a finance manager of a hypothetical company while taking decisions on dividend distribution.  | 10Hrs |
| 7  | Use expert system for taking various decisions related to financial management.  | 10Hrs |

**Total : 60Hrs**

### Text Books

1. **Chandra P** (2007), *“Financial Management-Theory and Practice”*, New Delhi: Tata McGraw Hill Education.
2. **Horne J. C, Wachowicz J. M.** (2008), *“Fundamentals of Financial Management”*, New Jersey: Prentice Hall.
3. **Khan M. Y, Jain P. K**(2018),*“Financial Management: Text and Problem”*, New Delhi: Tata McGraw Hill Education.
4. **Kothari R** (2016),*“Financial Management: A Contemporary Approach”*, New Delhi: Sage Publications India Pvt. Ltd.
5. **Pandey, I. M.** (2015). *“Financial Management”*, New Delhi: Vikas Publications.
6. **Ross R.K, S. A Westerfield, R. W Jaffe, J. Kakani**(2014), *“Corporate Finance”*, New York: McGraw Hill Education.
7. **Rustagi R. P.** (2015),*“Fundamentals of Financial Management”*. New Delhi: Taxmann Publication.
8. **Sharma, S. K Sareen, R** (2018), *“Fundamentals of Financial Management”*, New Delhi: S.Chand Publishing.
9. **Singh J. K** (2016), *“Financial Management-Theory and Practice”*, Delhi: Galgotia Publishing House.
10. **Singh P.** (2010), *“Financial Management”*, New Delhi: Ane Books Pvt. Ltd.
11. **Singh S, Kaur R.** (2011), *“Fundamentals of Financial Management”*, New Delhi: Scholar Tech. Press.
12. **Srivastava R, Mishra A**(2011), *“Financial Management”*, New Delhi: OUP India.
13. **Tripathi V** (2017), *“Basic Financial Management”*, Delhi: Taxmann Publication.

### Reference Books

1. **Chandra, Prasanna**, “Financial Management”, Tata Mc Graw Hill, Delhi.
2. **Khan MY, Jain PK** (2005), *“Basic Financial Management”*, Tata Mc Graw Hill, Delhi.
3. **Preeti Singh** (2011), *“Fundamentals of Financial Management”*, ANE Books, New Delhi

## Course Outcomes

After completion of the course, the students will be able to

1. Explain the nature and scope of financial management.
2. Assess the impact of time value of money and Analyse capital budgeting process and apply capital budgeting techniques for business decisions.
3. Explain various capital structure theories and analyse factors affecting capital structure decisions and Compare CSR and Profitability.
4. Critically examine various theories of dividend, identify and analyse factors affecting dividend policy; and suggest sound dividend policy.
5. Design working capital policy based on the assessment of financial requirements.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	M	M	M	L	L	M	L	L	L	M	M	M	L
CO2	M	H	H	L	L	M	H	M	M	M	M	M	M
CO3	M	M	M	H	M	M	L	L	L	M	M	L	M
CO4	L	M	M	L	H	M	L	M	H	M	H	M	H
CO5	M	L	M	L	L	L	M	M	M	H	H	L	M

## Mall Management

Semester VI  
23BREDE4C

Hrs. of Instruction/ week: 8(L:4,P:4)

No. of Credit: 6

### Course Objectives

1. Impart knowledge of mall management concepts from the consumers point of view
2. Familiarise the methods of planning and execution of mall management strategies
3. Enumerate the issues in mall management
4. Elucidate the usage of Digital Technology in Mall Management
5. Impart the skills necessary for mall management

### Unit I Malls

12 Hrs

**Malls:** Concept, Definition, Types and Genesis, Growth and future trends, Mall Architecture, Mall project.

### Unit II Mall Management

12 Hrs

**Mall Management:** Concept, Tenant, Mix Planning, Lease Management, Marketing and Space Selling, Facilities, Utilities management, Security Information Systems, Mall promotion, Events Management, Latest Developments and Trends in malls, Use of digital technology in Mall Management.

### Unit II Mall Branding

12 Hrs

**Brand:** Definitions, Significance, Types.

**Branding:** Concepts, Functions, Strategies.

### Unit IV Brand Communications and Extension

12 Hrs

**Brand Image:** Concepts, Brand Loyalty Programmes, Brand Promotion Methods, Brand Ambassadors, Celebrities, Online Brand Promotions, Brand Adoption Practices, Brand Extension, Factors influencing decision for extension, Rebranding and Relaunching, Global Branding strategies.

### Unit V Brand Management

12 Hrs

**Brand Performance:** Measurement, Brand Equity Management, Brand Audit, Brand Equity Measurement, Brand Leverage, Challenges, Opportunities.

**Total: 60Hrs**

### List of Practicals

- |   |   |        |
|---|---|--------|
| 1 | Visit a multi brand or purpose mall and another specialty mall and present a report on the their services, layout plan and type of retail outlets or services and facilities provided by them | 10 Hrs |
| 2 | Conduct a customer survey on the requirement for malls and design an innovative mall  | 10 Hrs |
| 3 | Create a Logo for your Brand and design an advertisement and post online  | 10 Hrs |
| 4 | Identify 5 Mall brands and brief their brand image and their performance  | 10 Hrs |
| 5 | Select any mall and explain their strategies for their development and create a report.   | 5 Hrs  |

- |   |  |               |
|---|--|---------------|
| 6 | Visit any mall and create a survey on various usage of digital technologies in the showrooms.  | <b>10 Hrs</b> |
| 7 | Read the case study on success and failures in mall management. Prepare and present a report/discuss on key learnings from the same. | <b>5 Hrs</b>  |

**Total :60Hrs**

**Text Books**

1. **Harvinder Singh, Srini R Srinivasan**(2012), “*Mall Management: Operating in Indian Retail Space*”, Tata McGraw Hill Education Pvt. Ltd, New Delhi.
2. **Kevin Lane Keller**(2012), “*Strategic Brand Management: Building, Measuring and Managing*”, Prentice Hall, 4<sup>th</sup> Edition.
3. **Moorthi YLR**(2012), “*Brand Management*”, Vikas Publishing House, New Delhi.

**Reference Books**

1. **Burman, Evans**(2018), “ *Retail Management, A Strategic Approach*”, 8<sup>th</sup> Edition, Pearson Education.
2. **Levy Weitz**(2016), “*Retailing Management*”, 5<sup>th</sup> Edition, Tata McGraw Hill Private Limited, New Delhi.
3. **Mahim Sagar, Deepali Singh, D.P. Agarwal, Achintya Gupta**(2009), “*Brand Management*”, ANE Books Private Ltd, New Delhi.
4. **Ramesh Kumar**(2002), “*Managing Indian Brands*”, Vikas Publication India, New Delhi.

**Course Outcomes**

After completion of the course, the students will be able to

1. Apply the knowledge of brand and mall management concepts in consumer market
2. Evaluate how different aspects of the environment influence brand and mall management strategies.
3. Analyse the issues and opportunities in brand and mall management and suggest innovative solutions
4. Use digital technology in mall management for the development of retail business.
5. Establish and sustain Mall as a retail brand successfully.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	L	M	H	M	M	M	L	M	L	M	M	M	L
CO2	M	H	H	L	H	M	H	M	H	M	M	M	M
CO3	M	M	M	H	M	M	L	L	L	M	M	L	M
CO4	L	M	M	L	H	M	L	M	H	M	H	M	H
CO5	M	L	M	L	L	L	M	M	M	H	H	L	M

## Business Ethics and Human Values

Semester VI  
23BREDE4D

Hrs. of Instruction/ week: 8(L:4,P:4)  
No of Credits: 6

### Course Objective

1. Enumerate the ethical management concepts, theories, values and decision making in an organisation
2. Elucidate on Human values and Business its application in business decision making using sustainable business practices.
3. Develop an understanding of moral issues in business and responsibility in advertising
4. Provide insights on the behaviour, performance and cultural Ethos
5. Enhance the knowledge and the concepts of corporate social responsibility

### Unit I Introduction

12Hrs

**Business Ethics:** Meaning, Importance; Business Ethics in Different Organisational contexts;  
**Sustainability:** Goal for Business Ethics; Approaches and Practices of Business Ethics; Ethical  
**Decision Making :** Process, Relevance of Ethics and Values in Business; Codes of Ethics;  
Ethical Behaviour of Manager. Ethical theories: Normative and descriptive ethical theories.

### Unit II Business Ethics Management

12Hrs

**Management process** Ethics, Ethos of Vedanta in management, Hierarchism as an organisational value, Business Ethics & Cultural Ethos; role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Managing stakeholder relations; Assessing ethical performance; Organizing for Business Ethics Management.

### Unit III Human Values & Business

12Hrs

Human Values : Meaning , Formation of Values, Socialization; Types of Values: Societal Values, Aesthetic Values, Organisational Values, Spiritual Values; Value Crisis in Management; Concept of knowledge management and wisdom management, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma.

### Unit IV Moral Issues in Business

12 Hrs

**Moral Issues :** Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosure, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection.

### Unit V Corporate Social Responsibility (CSR)

12 Hrs

**Corporate Social Responsibility :** Concept, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR. ISO 26000 Social Responsibility- Definition, Principles, Scope, Benefits, Certification.

**Total: 60 Hrs**



## List of Practicals

- |   |  |        |
|---|--|--------|
| 1 | Participate in discussion of decision-making situations by presenting scenarios and present the ethical dilemma            | 12 Hrs |
| 2 | Assess ethical performance of a selected organisation and Design Code of Ethics for an organisation;                       | 12 Hrs |
| 3 | Prepare a questionnaire to measure the importance of different types of values and conduct a survey.                       | 12 Hrs |
| 4 | Analyse, interpret and present key learning of the case study on Whistle Blowing- Infosys Case.                            | 12 Hrs |
| 5 | Measure the level of participation of a select company/ organisation/group of individuals regarding Social Responsibility. | 12 Hrs |

**Total: 60 Hrs**

## Text Books

1. **Baddi R. V** (2013), "*Business Ethics*", Vrinda Publications (p) Ltd, New Delhi
2. **Bhatia S. K** (2013) "*Business Ethics and Global values*", Deep & Deep Publications (P) Ltd, New Delhi.
3. **Velasquez, Manuel** (2013), "*Business Ethics Concepts and Cases*", Pearson Education, New Delhi.

## Reference Books

1. **Banerjee S B** (2007), "*Corporate Social Responsibility: The Good, The Bad and The Ugly*", Cheltenham: Edward Elgar Publishing.
2. **Kumar S** (2010), "*Corporate Governance*", Oxford, England: Oxford University Press.
3. **Monks, R. A. G, Minow N**(2011), "*Corporate Governance*", New Jersey: John Wiley and Sons.
4. **Sherlekar S. A.** (2009), "*Ethics in Management*", New Delhi: Himalaya Publishing House.
5. **Veinhardt J, Gulbovaite, E.** (2015), "*Expert evaluation of diagnostic instruments for personal and organizational value congruence*", Journal of Business Ethics.
6. **Werther W. B, Chandler D. B** (2011), "*Strategic corporate social responsibility*", California: Sage Publications Inc.

## Course outcomes

After completion of this course, learners will be able to:

1. Describe and distinguish between various types of values, ethos and morals.
2. Identify organisations that have succeeded due to good ethical practices and the organisations that have failed due to unethical practices
3. Discuss Ethical Performance of an organisation.
4. Design Code of Ethics that adheres to social, cultural and moral values for an organisation.
5. Measure the level of participation of select companies/organisations related to Social Responsibility.

## CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P010	PSO1	PSO2	PSO3
CO1	H	M	H	M	L	H	H	L	H	M	M	H	M
CO2	M	H	M	L	M	H	H	M	L	H	M	L	H
CO3	M	M	H	M	H	M	H	L	L	M	M	H	H
CO4	M	M	H	L	L	H	M	H	M	H	M	L	H
CO5	H	M	L	L	M	H	M	H	M	H	H	L	M

## Web Designing for E-Commerce

Semester VI  
23BREDE4E

Hrs. of Instruction/ week: 8(L:4,P:4)  
No. of Credit: 6

### Course Objectives

1. Provide knowledge on the concepts and process on web page designing for E-commerce
2. Demonstrate design to web pages using Hyper Text Markup Language and Scripting Language
3. Develop skills in digital imaging
4. Familiarise the graphic design principles that relate to E-commerce web design.
5. Elucidate the process of embedding social media content into web pages

### Unit I Internet and WWW

12 Hrs

**Internet Basics:** Basic concepts, Communicating on the internet, Internet domains, Internet server, Overview of TCP/IP and its services, Transmission Control Protocol - WWW-FTP-Telnet, Mailer features- E-Mail inner working.

### Unit II HTML

12 Hrs

**Introduction:** Commonly used tags - Titles and Footers, Text Formatting, Paragraph breaks - Line breaks, Emphasising material in a webpage, Heading styles, Drawing lines, Text styles, Other text effects, centering, Spacing, Controlling Font size and colour, Lists, Unordered lists, Ordered lists, Definition lists, Adding Graphics, Image tag, Using the border attribute, width and height attribute, align attribute, alt attribute.

### Unit III Tables, Frames and Link

12 Hrs

**Tables:** Introduction, Using the width and border attribute, Using the cell padding attribute, Using the cell spacing attribute, Using the BG Colour attribute, Using the column span and row span attributes.

**Frames:** Introduction, Frameset tag, Frame tag, targeting named frames.

**Linking Documents:** Link tag, External document references, Internal document references, Hyper linking to a HTML file, Linking to a particular location in a separate document, Images as hyperlinks.

### Unit IV Frames and JavaScript

12 Hrs

**Java Script:** Advantages, Writing JavaScript into HTML, Basic programming techniques, Typecasting, Creating variables, JavaScript array. Operators and Expressions: Arithmetic operators, Logical operators, String operators, Assignment operators, Conditional checking, Endless loops, Functions in JavaScript, User defined functions, Dialog boxes.

### Unit V DHTML and CSS

12 Hrs

**DHTML:** Form object introduction, properties of form elements, Methods of form elements, Text element, password element. Button element, Submit element, Reset element, Checkbox element, Radio element, Text area element, Select and Option element. Cascading style sheets, Class, External style sheets.

**Total : 60 Hrs**

## List of Practicals

- |     |   |       |
|-----|---|-------|
| 1.  | Create Web Page for a college organisation using HTML Frames, links and definition list   | 4 hrs |
| 2.  | Create a Web Page using HTML to display the ordered list and unordered list of a Departmental Store.  | 4 hrs |
| 3.  | Create a Web Page to display the various country details using image tag and links in HTML  | 4 hrs |
| 4.  | Create a Web Page to display your bio data in HTML.   | 4 hrs |
| 5.  | Create a Web Page to display the registration form in HTML.   | 4 hrs |
| 6.  | Create a Web Page to display hospital details using HTML.   | 4 hrs |
| 7.  | Create a Website for your class time table using HTML table tags.   | 4 hrs |
| 8.  | Create a document using 'Form' to Bank Application form using JavaScript.   | 4 hrs |
| 9.  | Create a Web Page to design a simple calculator using JavaScript.   | 4 hrs |
| 10. | Design a Web Page that calculates the squares and cubes of the numbers from 0 to 10 using JavaScript and display the resulting values in HTML table format.   | 4 hrs |
| 11. | Write an HTML page that contains a selection box with a list of 5 countries, when the user selects a country, its capital should be printed next to the list; Add CSS to customise the properties of the font of the capital (colour, bold and font size) | 4 hrs |
| 12. | Write a JavaScript function to print an integer with commas as thousands separators.  | 4 hrs |
| 13. | Write a JavaScript program to check whether the first character of a string is uppercase or not.  | 4 hrs |
| 14. | Write a JavaScript program to sort a list of given elements.  | 4 hrs |
| 15. | Write a JavaScript program that will iterate from 0 to 15: for each iteration, it will check if the current number is odd or even, and displays a message to the screen.  | 4 hrs |

**Total : 60Hrs**

## Text Books

1. **Bajaj K. K, Nag D**(2017), "*E-Commerce*", New Delhi: Tata McGraw Hill Pvt. Ltd.
2. **Chaffey.D**(2011), "*E-Business and E-Commerce Management: Strategy, Implementation and Practice*", London: Pearson Education.
3. **Nikhilesh A.Vaidya. Dr.S.B.Kishor, Rajani D.Singh** (2015), "*E-Commerce & Web Designing*", Das Ganu Prakashan, Nagpur.
4. **Marilyn GM, Feinman T**(2000), "*Electronic Commerce: Security Risk Management and Control*", New York: McGraw-Hill Education.
5. **Patrick Carey** (2010), "*New Perspectives on HTML, XHTML and XML*", 3<sup>rd</sup> Edition, Cengage Learning, USA.
6. **Shay Howe W** (2014), "*Learn to Code HTML & CSS: Develop and Style Websites*", 1<sup>st</sup> Edition, Pearson Education, USA.

## Reference Books

1. **Kris Jamsa, Kinrad King, Andy Anderson**(2008), "*HTML and Web Designing: Tips and Technique*", 1<sup>st</sup>edition,Tata McGraw Hill, New Delhi.
2. **Mike Wooldridge** (2011), "*Creating Web Pages Simplified*", 1<sup>st</sup>edition, John Wiley Sons, USA.
3. **Thomas Powell**(2010), "*HTML & CSS: The Complete Reference*", 5<sup>th</sup> edition, Tata McGraw Hill, New Delhi.

## Course Outcomes

On the completion of the course, the students will be able to

1. Comprehend of E-commerce related programming, database, EDI, internet commerce and website design with word press
2. Design an innovative WebPages and create links among the web pages by using related attributes
3. Create frames and design forms using various form controls with embedding multimedia and Combine multiple web technologies to create advanced web components
4. Develop a dynamic webpage by the use of PHP, GIMP, Blender Inkscape and XML, focusing in common web implementations
5. Exhibit a client side and server side java application and design websites using appropriate security principles

## CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO2	PSO3
CO 1	H	H	H	H	H	H	H	H	M	H	H	H	M
CO 2	H	H	H	H	H	H	M	H	M	H	H	H	H
CO 3	M	M	L	L	H	L	L	L	M	H	M	M	M
CO 4	H	H	H	H	H	M	M	H	M	H	H	H	H
CO 5	H	H	H	M	H	H	M	M	M	H	H	H	H

## Global Retail Chain Management

Semester VI  
23BREDE4F

Hrs. of instruction / week:8(L:4,P:4)  
No of Credits: 6

### Course Objectives

1. Familiarise the concept and theories on Internationalisation Retailing.
2. Provide insights on global retailers, their expansion patterns and the international retail market structure.
3. Elaborate on the Operationalisation of Global retail chain activity.
4. Elucidate International practice of promoting global retail chains .
5. Familiarise Environmental sustainability practices of global retail chains.

### Unit I Internationalisation

12 Hrs

**Global retail chain:** Concepts, framework, formats, reasons for Internationalisation- Transition, Reacting, Proaction, Synthesis, Post-Internationalisation.

**Internationalisation:** Process, Theories- free trade, classical theory, neoclassical theory, classical and neoclassical inheritance, factor endowments, international product life cycle, market power approach, dunning's eclectic paradigm, FDI- some Implications for international retailing, stage theory of the internationalisation of the firm.

**Retail Internationalisation Theories:** Hollander's Contribution, Treadgold conceptualizations, Salmon and Tardjman's Classification, Pellegrini's typology, Burt's Chronology, Dawson's assessment, Simpson and Thorpe's PLIN Model, Alexander's Motivations Matrix, Sternquist's SIRE Model, Helfferich Hinfelaar and Kasper's Structure, Doherty's Contribution, Vida Reardon and Fairhurst's IRI Model, Alexander and Myers's Conceptualization.

### Unit II International Retailers

12 Hrs

**Global Retailers:** Objectives, Classification, Framework, Hierarchy.

**Expansion Patterns:** Objectives, Determinants of the Direction of Growth, The Global Retail Structure.

**Markets:** Regulations and Economy-Political, Economic, International and National Developments, Assessing Regulatory Environments, Assessing Economic Environments, Social and Cultural Environments, Retail Structure- Levels of Retail Structure, Retail structure.

### Unit III Operationalisation

12 Hrs

**Market Selection:** Expansion Patterns- Geographical proximity, Public policy, Economic Trading Environment, Society and Culture, Retail Structure, Market Evaluation- methods, Opportunities, challenges.

**Market Entry Methods:** Stages of Development, Strategies- Flagship stores, Organic Growth, Merger and Acquisition, Joint Ventures, Franchising, Concessions, Exporting and Wholesaling and E-Commerce.

### Unit IV Global Retail Marketing

12 Hrs

**Brand Management:** market orientation, segmentation, targeting, positioning, Marketing Mix Decision- image, product range, promotion.

**Supply Chain Management:** International Logistics concepts, International SCM, Retail distinction system, Retail Logistics partner relationship management.

## Unit V Global Environmental Sustainability Practices

12 Hrs

**Sustainability in Retail:** Drivers, Overview of retail sectors, Environmental sustainability imperatives.

**Global Retailers Sustainability:** Energy conservation and emission reduction, Packaging, Waste Reduction and Recycling, Water conservation, Green Buildings, Sustainable products Supply chain Biodiversity/Habitat conservation.

**Environmental Sustainability Management:** Environmental policy, Environmental reporting, Environmental systems.

**Total: 60 Hrs**

### Practicals

#### List of Activities

- 1 Select any Internationalisation Theory and analyse its practical usage in retail **5 Hrs**
- 2 Select prominent global retail chain and conduct a comprehensive competitor analysis evaluate strengths, weakness, opportunities and threats and propose strategic recommendations.
- 3 Discuss the external environment factors that affects the international expansion of Indian retailer aboard/ International retailer into India **5 Hrs**
- 4 Choose a specific country or region and analyze the market entry strategies for a global retail chain looking to expand there and present a report on cultural differences, regulatory environment, consumer behavior, and competitive landscape. **5 Hrs**
- 5 Conduct a study on how consumer behaviour varies across the different cultures and tailor global retail chain strategies to resonate with diverse consumer preferences. **5 Hrs**
- 6 Consider technologies like RFID, IoT and data analytics for inventory management and logistics and suggest a plan of implementation for retail chain optimization **5 Hrs**
- 7 Select a global retail chain, assess how ecommerce is integrated in their operations and propose strategies for improving online presence, customer experience and logistics. **5 Hrs**
- 8 View Advertisements of International Retail Chains and highlight the Unique Features **5 Hrs**
- 9 Identify and analyse potential risks faced by global retail chains, such as geopolitical, economic and operational risks and develop risk management strategies to mitigate these risks **5 Hrs**
- 10 Explore the latest technologies impacting the retail sector globally and evaluate how emerging technologies like artificial intelligence and augmented reality can enhance the customer experience and operational efficiency. **5 Hrs**
- 11 Visit a global retail outlet and list Environmental sustainability practices followed by them **5 Hrs**
- 12 Identify five global retail chains that have a presence in India and present their business entry mode. **5 Hrs**

**Total: 60 Hrs**

### Text Books

1. **Bhavna Prasad, Philip Tapsall and Neha Simlai (2014) “ Global Practices in Promoting Environmental Sustainability- A Roadmap for Indian Retail”** WWF India
2. **Nicholas Alexander, Anne Marie Doherty (2008) “International Retailing”,** OUP Higher Education Division.

### Reference Books

1. **Brenda Sternquist, Elizabeth B, Goldsmith** (2018), *“International Retailing”*, Bloomsbury, Publishing USA, 3rd Edition.
2. **Stefen Eser** (2014), *“Retail Internationalisation”*, Springer Gabler Wiesbaden, 1<sup>st</sup> Edition.
3. **Vilma Barr, Ken Nisch** (2022), *“Sustainability for Retail”*, Business Expert Press

### Course Outcomes

After completion of the course, the student will be able to :

1. Comprehend the global retail chain framework, Internationalisation and Retail theories.
2. Analyse the global retail environment and markets and comprehend the strategies followed by global retail chains
3. Identify the operationalisation of global retail chains and evaluate the sustainability of retailers in India.
4. Identify five Domestic and International Retail chains that have collaborated and discuss their strategies
5. Benchmark the best practices of Global retail chain, market entry, branding, logistics, environmental sustainability and submit a report.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P010	PSO1	PSO2	PSO3
CO1	M	M	H	L	L	H	H	M	M	H	M	H	L
CO2	H	M	H	M	L	H	H	L	M	H	M	H	L
CO3	M	M	H	H	H	M	H	L	L	M	M	L	H
CO4	H	M	H	L	L	H	H	H	M	H	L	M	H
CO5	H	H	L	H	M	H	M	M	L	H	H	L	M

## **Option A: Logistics Management Specialised Logistics Solutions**

**Semester VI  
23BRESE4A**

**Hrs. of Instruction /week: 4 (L:2,P:2)  
No. of credits: 3**

### **Course Objectives**

1. Familiarise knowledge on specialised logistics processes and procedures
2. Impart knowledge relating to consignment booking, freight forwarding, container transactions, material handling and intra-modal logistics
3. Familiarise International Logistics Procedures, Insurance Practices and Claims, record maintenance and documentation
4. Provide insights on regulations and norms to transport goods across various modes
5. Develop competencies to handle specialised logistics

### **Unit I Land Transportation**

**6 Hrs**

**Land Transportation:** Components of supply chain and logistics , opportunities, activities- warehousing, transportation, Material Handling, Documentation .

**Consignment Booking and Processing:** Order booking, loading requirement- type of truck, cost of transportation, regulatory compliance, manage changes- volume, packaging, destination, ERP for tracking, Recording- goods and acknowledgement of receipt, inbound documentation and agreement sheet.

**Route Planning and Vendor Coordination:** Process of route planning, Gate operations- loading and unloading details, Consignment pickup and tracking, Integrity and ethics, safety and security norms, GST application.

### **Unit II Aviation and Air Cargo**

**6 Hrs**

**Aviation Industry :** Introduction, Airport operations, Aviation Law,

**Air Cargo:** Industry, Manuals, Regulations, Operation Processes, Air Cargo Sales & Marketing, Customer Services, Quality Management Systems, Aviation & Air Cargo Security and Safety norms , Agreements and Alliances, IT Applications, Freighters & Charters, Special Cargo Handling

### **Unit III Maritime Logistics**

**6 Hrs**

**Maritime Logistics:** Elements, Advantages, Economies of Scale, Major Shipping routes, Ports, Shipping lines, Ports, Infrastructure,

**Logistics Chartering:** Voyage Charter, Time Charter, Charter Parties, Container Freight Station (CFS) and Inland Container Depot(ICD)

**Maritime Freight:** Determinants -Freight cost, Mergers and acquisitions of Shipping Lines, Consortiums, Shipping Cycles, NVOC- LCL Consolidation, Feeder Services, Transhipments- major transhipment, requirement to be a transhipment hub.

### **Unit IV Advanced Maritime Logistics:**

**6 Hrs**

**Maritime Logistics Planning:** Consideration of Container, Terminal Planning - Container types - ISO Container, Dimension by types, Stowage of containers in yard and in vessels, Cargo and Container handling equipment

**Multi-Modalism:** Meaning, Considerations -Multimodal Trade Routes, Cargo Liability, Container Commerce, IMO conventions for the containerised transport, Dangerous Cargo -



IMDG Code, Classes, Weight restrictions in containers – ISPS Code, MARPOL International Conventions relating to Bill of Lading.

**Marine Insurance** : Inland Transit Insurance, Documents, Types of Policies, Risk Management, Claim procedure for Inland- Transit Claims

### **Unit V Agri Logistics**

**6 Hrs**

**Agri Logistics** : Warehousing- Cold Chain Warehouse, Fast moving consumer goods, Automotive goods, Dry bulk cargo, Trading for agri commodities, Mechanisation in Agri Logistics, Agripreneurship, Agricultural Exports and Imports, Legal Aspects of Agriculture, Agri by-products and Utilisation.

**Total: 30 Hrs**

### **List of Practicals**

1. Visit a transportation company and identify the procedures to book a lorry to transport commercial goods from one location to the other **5 Hrs**
2. Observe Mechanised Handling & ULD Operations and list the regulations that govern the mechanised Handling and ULD operations in aviation industry **5 Hrs**
3. Given the details of economies of scale , solve problems and infer your choice of transportation and container plan. **5 Hrs**
4. Collect the various marine insurance schemes and present the application, advantages and disadvantages of each scheme. **5 Hrs**
5. Plan logistics solutions for retailer across the country and use multi modal transportation. (Case Scenarios presented for analysis and interpretation) **5 Hrs**
6. Suggest a logistic solution for a retailer who source agriculture products from multiple locations both national and international and sell it in four districts in India. **5 Hrs**

**Total: 30 Hrs**

### **Text Books**

1. **David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram**(1997), *“Fundamentals of Logistics Management”*, McGrawHill Higher Education
2. **Vinod V. Sople**(2009), *“Logistic Management”*, 2<sup>nd</sup> Edition Pearson Limited.

### **Reference Books**

1. **Satish C. Ailawadi and Rakesh Singh**(2005), *“Logistics Management”*, Prentice-Hall of India Pvt Ltd., New Delhi
2. **IC 70** (2015), *“Marine Hull insurance underwriting and claims”*, Insurance Institute of India.
3. **IC 60** (2015), *“Marine Cargo insurance principles and underwriting”*, Insurance Institute of India.

### **Course Outcomes**

On the completion of the course, the students will be able to

1. Comprehend the importance of prudent logistics in business.
2. Apply the basic knowledge of freight forwarding including, land, ocean and air cargo in the real- life situation.
3. Identify cost effective solutions for In-liner and Multimodal logistics for specialised cargo movements.

4. Plan containerisation in EXIM situations and process the consignment transportation meeting the statutory and security norms.
5. Design logistics solutions for speciality products and commercial movements of goods.

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO1	PSO2	PSO3
CO 1	H	M	L	H	M	M	H	H	L	M	H	M	L
CO 2	H	H	M	L	M	L	H	M	H	M	L	H	M
CO 3	M	H	L	H	M	L	H	M	M	H	H	M	L
CO 4	H	M	H	M	M	L	M	L	H	H	L	H	L
CO 5	M	H	L	M	H	L	M	H	H	M	M	H	L

**Option B: Procurement and Warehouse Management**  
**Warehousing Business Development and Profit Management**

**Semester VI**  
**23BRESE4B**

**Hrs. of Instruction /week: 4 (L:2,P:2)**  
**No. of credits: 3**

**Course Objectives**

1. Introduce warehousing as business and its prospects.
2. Elaborate on the rudiments and process of establishing warehouse business.
3. Impart knowledge on customer service, vendor relationship and profit and loss account management and review.
4. Provide insights on the ethical, cultural and organisational context in design and development of sustainable warehouse business.
5. Develop strategic and operational skills for warehouse development and Profit Management.

**Unit I Warehouse Types and Operations**

**6 Hrs**

**Bonded Warehouse:** Meaning, Operations - Segregation, storage and process, customer interaction, clearance of goods process.

**Cold Chain Warehouse:** Concept, Cold chain warehouse activities- segregation, sorting, grading, storage, quarantine, temperature control and microbiological control.

**FMCG Warehouse:** Meaning, FMCG warehouse operations, fulfilment centre of an e-commerce company.

**Automotive Warehouse:** Concept, automotive warehouse operation- storage, palletization, compliance to JIT, Kanban and similar auto sector practices.

**Dry Bulk Cargo Warehouse:** Bulk warehouse operations- quantity measurements, usage of Material Handling Equipment (MHE) - Grab Ship Unloader (GSU) and conveyors, Pest control.

**Unit II Business Development**

**6 Hrs**

**Generate New Business Prospects:** Process- Preparation of existing clients and new prospects from sales database, prepare sales targets and relationship strategies, prioritize the clients for contacting, plan and implement clients and prospects meeting, identify client's business need, offer customised and bundled solutions, develop client bases of new services, take feedback process.

**Customer relations:** Process - interact on the client over phone, emails or personal visits, addressing queries, appropriate actions on escalations raised by customers, customer grievances handling, on-time response, emails, voice-messages, calls, provide regular information.

**Coordination with Government officials, vendors and contractors:** liaison with customs, other Govt. departments, Partner Government Agencies (PGAs), build professional relations, analyse and manage claim requests, coordinate with marketing agencies for publicity, Negotiation- Carriers, Warehouse and transport operators, Custom brokers, insurance company representatives, vendors- Service Level Agreements (SLA), coordinate with labour contractor and local vendors workforce, carrier vehicle availability planning.

**Unit III Profit and Loss Management and review**

**6 Hrs**

**Accounts Review :** Process - review department wise budgets and make amendments, collate and prepare annual budgets along with sales and profit targets, schedule both capital and operational expenses accordance to the budget, analyse and review the P&L performance for the unit, analyse profitability and business performance trends department wise, periodically

analyse variances in the expenditure with respect to the budget and take corrective actions, periodically analyse the physical output and performance with respect to the budget and identify places for improvements.

**Budgeting:** Analyse risk and management solutions to meet Key Performance targets, manage and control budgets of different departments on a periodic basis to optimise financial performance.

**Unit IV Activity based Costing** **6 Hrs**

**Analysis of Activity based Cost:** Process- Work breakdown structures, Activity definitions periodically review of activity and department financial performance, identify the activities having high variance with respect to the budgeted costs or the forecasted revenue, analyse the actual cost and output to draw inferences, identify reasons in discussion with department and take remedial and corrective actions , work towards rationalising the cost of the activity- wise operations to achieve financial goals.

**Unit V Professional Skills- Decision Making** **6 Hrs**

**Organisational Context:** Vision, Mission and values, Reporting structure, policy and work instructions, quality standards and documentation policy, policy on business ethics and code of conduct, business and performance of the company, knowledge repository and various projects done by the company, occupational health and safety standards, procedures for dealing with loss or damage to goods, value of items handled and implications of damage/loss, risk and impact, coding system followed to label items, IT system and ERP system, company policy with respect to procurement and vendors, company policies with respect to business development and stakeholder communications.

**Decision Making:** Business performance assessment to identify need for interventions, identify areas for improvement and accordingly suggest remedial action, identify areas for budget modifications and budget cuts, decide on ways to improve performance, decide on corrective measures to improve customer ratings, decide on actions to be taken on escalations raised by the customer, take appropriate action on vendor/ 3PL poor performance and lack of cooperation, identify and prioritise on select clients and prospects for generating business.

**Plan and organise :** liaison with customers, government officials, vendors and staff to ensure that smooth functioning of service centre/office, plan and organise review meetings with vendors, contractors, plan and organise performance review sessions, make action plan for performance improvement, organise projects/ training plans for performance improvement, monitor the activities of the performance improvement plan.

**Total : 30 Hrs**

**List of Practicals**

1. Prepare warehouse quality policy, work instructions and customer requirement plan **5 Hrs**
2. Choose a warehouse type and prepare transit rules and trade policies Involved with a **5 Hrs**
3. Visit a warehouse and apply your knowledge and develop a checklist regulatory requirements associated with custom clearance, e-mails, invoices, letters, notes, memos, agreement reports, etc. **5 Hrs**
4. Drafting e-mails and letters to government officials, customers, vendors, based on the case scenarios presented **5 Hrs**
5. Analyse the cost statement of any one activity of a warehouse and review the cost, identify the deviations and prepare a budget . **5 Hrs**
6. Design a business plan for warehouse business based on the cases provided. **5 Hrs**

**Total : 30Hrs**

### Text Books

1. **Richards, Gwynne**(2017), “*Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse*”, Kogan Page,3<sup>rd</sup> edition
2. **Stuart Emmett** (2011),”*Excellence in Warehouse Management: How to Minimise Costs and Maximise Value*”, Wiley, 1<sup>st</sup>edition.

### Reference Books

1. **Dr. Neha Gangwar** (2021), “*Business Management - Principles, process and practices*”, Notion Press, 1<sup>st</sup>, Edition.
2. **Lan Cooper** (2019),“*Business Development- how to win profitable customers and clients.*”, Pearson India, 1<sup>st</sup> Edition.

### Course Outcomes

On the completion of the course, the students will be able to

1. Comprehend the concept, importance and sustainability of warehouse as business
2. Generate new business prospects and maintain customer and stakeholder relationships relations
3. Strategically plan , organise and coordinate the various operations in warehouse development and profit maximisation
4. Apply the strategic and operational skills for warehouse development and Profit Management .
5. Converge ethical, cultural and organisational context in design and development of sustainable warehouse business.

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO1	PSO2	PSO3
CO 1	H	M	L	M	M	H	H	H	M	L	M	L	H
CO 2	H	L	L	M	H	M	M	H	H	M	M	H	L
CO 3	H	M	L	H	H	L	H	M	M	M	M	H	L
CO 4	M	M	L	H	H	L	H	M	H	M	L	H	M
CO 5	M	H	L	H	M	L	H	M	H	M	L	M	H

## Option C: Retail Banking, Financial Services and Insurance

### Retail Banking, Insurance and Wealth Management

Semester VI  
23BRESE4C

Hrs. of Instruction /week:4 (L:2,P:2)  
No. of credits: 3

#### Course Objectives

1. Provide insights on retail banking operations and present scenario in the banking industry from a business perspective
2. Familiarise the Functions and role of retail banking and insurance within the bank operations
3. Elaborate on the various products and services of retail banking and insurance and their management
4. Induce creative thinking to innovate retail banking and insurance products and services
5. Impart knowledge on strategic management of products/services, branches and customer wealth for sustainable retail banking and insurance.

#### Unit I Retail Banking Role

6 Hrs

**Retail Banking and operations:** Introduction, History of Banking in India, constraints, Prerequisite for Success of Retail Banking, Challenges, Scope and Future of Retail Banking.

**Retail Banking Functions within the Bank Operations:** Approaches-Strategic Business Unit (SBU), Departmental Approach, Integrated Approach, Business Model.

**Application of Retail Banking:** Concept, Business Process Structure, Business Approach - Segmented Approach, Geography based approach, Classification based approach, Product Models in Retail Banking, Distinction between Retail and Corporate/Wholesale Banking,

**Branch Profitability:** Types of profit- Gross profit, Operating profit, Net profit, Return on Asset (ROA), Return On Equity (ROE) For Banks, Branch Operating Efficiency-Strategies, factors steps.

#### Unit II Retail Products and Recovery

6 Hrs

**Customer Requirements:** Customer Requirements and related to Maslow's Theory, Customer Requirements about Service Quality.

**Product Development Process:** Product Life Cycle, Product Lines of a Banker- Deposit Products or Liability Products, Credit Products or Asset Products, Other Products and Services, Other Fee Based Services — Distribution of third party products, New Product Development, Stages, Constraints, Product Management and Policy

**Credit Scoring:** Evolution of Credit Scoring, Credit Scoring Model, Managing the Credit Score, Positive Side and warning Signs in Credit Score, Information Companies in India Issues and troubleshooting Credit Score

**Retail Liability Products:** Demand Deposits, Current Deposit, Documents required for opening various types of Current Accounts, Savings Bank Account - Deregulation of interest in Savings Deposit Account, Maintenance of Balance in Savings Bank Account and Interest

Payment, Restrictions ,Services ,Time Deposit — Periodicity of Time Deposit, Operational instructions, Interest on Fixed Deposit, Term Deposit accounts of minors, Premature Payment of FD, Operational Issues of FD, Advances Against Bank's own Time Deposit Receipts, Renewal of FD, Recent Rule of RBI on overdue FD -, Form 15 G/ 15 H, Deposit of TDS to Income Tax Department by Banks, 2 in I Account, Recurring Deposit (RD)

### **Unit III: Retail Products and services**

**6 Hrs**

**Loans:** Types - Home Loans , Auto/Vehicle Loans, Personal Loans, Educational Loans, Other Retail Loans, Processing of Retail Loans, Recovery of Retail Loans- Repayment in Retail Loans, Default and Re-scheduling, Monitoring of Loan Accounts, Classification of Irregular Loan Accounts, Recovery Policy of Banks, Securitization of Assets, Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act), Debt Recovery Tribunal (DRT), Recovery through Lok Adalat, Engaging Direct Recovery Agents.

**Credit and Debit Cards:** Credit Cards, Charge Cards, Pre-paid Cards, Debit Cards, Co-branded Cards; Contactless Cards, Remittance Products, Electronic Payment Systems, National Electronic Funds Transfer (NEFT), Real Time Gross Settlement (RTGS), Electronic Clearing Services (ECS), National Automated Clearing House (NACH) System, Aadhaar enabled Payment System (AePS), Bharat Bill Payment System (BBPS), Benchmarking India's Payment System

**Digitisation of Retail Banking Products:** Technology in Retail Banking: Technology Processes, Some Important User Friendly Features, Customer Analytics, Institute for Development and Research on Banking Technologies (IDRBT), Indian Financial Network (INFINET), Structured Financial Messaging System (SFMS), National Financial Switch (NFS), Indian Banking Community cloud (IBCC), Wealth Management Solutions; Digital Lending

**Role of AI and Technology in Retail Banking:** Evolution of Banking Technology, Dimensions of Banking Technology, Banking Today, Relationship between Banking and Technology ,Challenges, Technology in Retail Banking-Benefits, Artificial Intelligence (AI)- Evolution, Difference between Artificial Intelligence (AI) and Automation, Artificial Intelligence Industry in India, Indian Banking Industry, Artificial Intelligence in Retail Banking - Artificial Intelligence in Retail Banking in India, Benefits, Challenges of AI in Retail Banking.

**Management Information Systems:** Elements of MIS, Improving decision making, Role of MIS in Banking Industry, Designing MIS for a Bank, Issues Related to Management Information System (MIS).

### **Unit IV: Support Services Marketing of Banking Services/ Products**

**6 Hrs**

**Marketing- An Introduction:** Marketing in Retail Banking Marketing Mix

**Delivery Channels in Retail Banking:** Channel Experience, Physical/Channels Branch; Automated Teller Machines, Point of Sale Terminal, Mobile Banking, Internet Banking, Customer's Liability on Unauthorized Electronic Transactions

**Delivery Models:** Delivery Models, Internal Customers — Staff at the Branch Level, Dedicated Marketing Managers, Direct Selling Agents (DSAs), Tie-up with Institutions/OEMs/Dealers, etc.

**Customer Relationship Management In Retail Banking:** Customer Relationship Management in Retail Banking, Implementation Aspects of CRM in Banks, Implementation Process of CRM in Banks, Implementation Stages in CRM, Benefits of CRM, Impact of CRM on Customer Satisfaction.

**Service Standards for Retail Banking:** Members of BCSBI, Main Aims and Objects, Code of Banks' Commitment, Code of Banks Commitment to Micro and Small Enterprises, Function of BCSBI, Code Compliance Rating, Customer Grievances Handling Mechanism, General Information.

**Marketing Information Systems-A Longitudinal Analysis:** Functions of MKIS, Components of MKIS, The MKIS Model, Observations, Usage of Computers in MKIS, Supports for Marketing Management, Supports for Marketing Mix Decisions, Use of Decision Models, Performance of MKIS, Recommendations; Advantages of MKIS.

## **Unit V: Wealth Management**

**6 Hrs**

**Important of Wealth Management:** Wealth Management - Broad View, Business Structures, process, Products and Services, Alternative asset, Bond, Insurance, Mutual fund, Real estate Service, Retirement Planning, Strategy- Business Strategy, Will Writing, Private Wealth Management, Personal Financial Planning, Assessment, Private Banking, Benefits, Importance.

**Investment Management:** Element, Basics, Steps, Investment Banking, Services being offered by Full-service Investment Banks, Investment Bank Organizational Structure, Investment Management Vs Investment Banking, Portfolio Management- Objectives, Key Elements of Portfolio Management, Portfolio Management Vs Investment Banking, Role of Portfolio Manager, Portfolio Management Service Vs Mutual Funds (MFs), Types of Portfolio Management Services, Steps of the Portfolio Management Process, Advantages of PMS, Disadvantages of PMS, Recent developments in PMS area in India.

**Tax Planning:** Classification of Tax Structure in India, Financial Year, Assessment Year, Previous Year, Concept of Previous Year & Financial Year vis-a-vis Assessment Year, Residential Status for Income Tax, A few important terms in Income Tax, Heads of Income for computation of the total income, Income Tax Slab rate for FY 2021-22 (AY 2022-23), Conditions for opting New Tax Regime, Example for Old Tax Regime Vs New Tax Regime & which is better, Income Tax Slabs for non-individual entities, Investment Products for Tax Savings, Estate Planning-Tax Planning through Wills/ Trusts, Capital Gains Tax.

**Other Financial Services Provided by Banks:** Distribution of Third Party Products in Retail Banking, Mutual Fund Business, Insurance Business, Some Social Security Insurance Schemes, Cross Selling, Depository Services by Banks, Portfolio Management Services, Factoring, Other Agency Business by Banks.

**Total: 30 Hrs**



## List of Practicals

1. Visit a bank branch and list the retail banking and insurance products and services and their unique selling propositions. **5 Hrs**
2. Describe the procedure of opening a bank account-current A/C, savings A/C, recurring A/C, and fixed deposit A/C on the basis of your experience. **5 Hrs**
3. Practise online account opening, E-banking operations, and UPI transfers. **5 Hrs**
4. Analyse the Balance sheet of a bank with respect to loans and advances and to identify the stressful assets. **5 Hrs**
5. Prepare the documents of a hypothetical insurance claim and mention the regulatory norms **5 Hrs**
6. Design three innovative retail product/ services and present its marketing strategies **5 Hrs**

**Total :30Hrs**

## Text Book

1. **Dun & Bradstreet** (2017), "*Wealth Management*", McGraw Hill Education, 2<sup>nd</sup> Edition
2. **Dr. Babasaheb Sangale, Dr. T.N.Salve, Dr. M.U. Mulani** (2013), "*Fundamentals of Banking*", F.Y.B.Com, 1<sup>st</sup> Edition
3. **Indian Institute of Banking, Finance**(2023), "*Retail Banking & Wealth Management*", Macmillan Education India Private Limited, 1<sup>st</sup> Edition .
4. **Indian Institute of Banking & Finance (2023),**"*Retail Banking & Wealth Management*", Macmillan Publishers India Pvt Ltd, 1<sup>st</sup> Edition
5. **O.P. Agarwal** (2021), "*Fundamentals of Retail Banking*", Himalaya Publishing House, 1<sup>st</sup> edition

## Reference Books

1. **Dr. Himani Grover** (2020), "*Wealth Management A Guide to Determinants of Investor Behaviour*", Kalpaz Publication, 1<sup>st</sup> edition
2. **Palat Raghu** (2006), "*Retail Banking*", Penguin Books Ltd, 3<sup>rd</sup> edition
3. **Ritika Kaur** (2014), "*Retail management & Retail Banking*", Variety Books Publishers Distributors, 1<sup>st</sup> edition

## Course Outcomes

On the completion of the course, the students will be able to

1. Comprehend retail banking operations and present scenario in the banking industry from a business perspective
2. Identify functions and role of retail banking and insurance within the bank operations and suggest new products and services for sustainable growth of retail banks
3. Apply the knowledge of retail banking products and services to enhance customer service and profitability of the plan
4. Creatively thinking to innovate retail banking and insurance products and services
5. Management products/services, branches and customer wealth for sustainable retail banking and insurance.

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO1	PSO2	PSO3
CO 1	H	H	H	H	H	H	H	H	M	H	H	H	H
CO 2	H	H	H	H	H	H	M	H	M	H	H	H	H
CO 3	M	M	L	L	H	L	L	L	M	H	M	M	M
CO 4	H	H	H	H	H	M	M	H	M	H	H	H	H
CO 5	H	H	H	M	H	H	M	M	M	H	H	H	H

**Professional Development Course -VI**  
**Finishing School for Industry Readiness**

**Semester VI**  
**23BREPD6**

**Hrs of Instruction/week: 4(P:4)/2(P:2)**  
**No. of Credits: Remarks**

**Course Objectives**

1. Create awareness of the various career, higher educational and certification opportunities in retailing.
2. Train the students to identify the potential and draft the resumes to meet the career requirements.
3. Converge the knowledge on various subjects for a career in retailing.
4. Develop technical, human resource and interview skills.
5. Develop the students' abilities and personal traits for employabilities.

**Activities/ Exercise**

1. Identify 10 Career Opportunities in retailing, map your skill sets and select three Career opportunities.
2. Identify 10 retail brands/ Retail businesses and present your choice with justification.
3. Prepare your resume to seek professional/ job/ entrepreneurial requirements.
4. The students will be divided into groups of 5 members each. A topic related to retailing or business will be given to each group for discussion and evaluation. Every member should submit a report on the discussion.
5. MCQ Based technical assessment- Individual exercise
  - General aptitude and reasoning- 50 Questions
  - General management related 50 questions
  - Retail management related 50 questions
  - Skill sector based 50 questions.
6. HR Round- Team work exercise and psychology testing activities
7. MOCK Interview
8. Identify the Opportunities for higher education and certifications and present a report.

**Total: 60 Hrs/ 30 Hrs**

**Course Outcomes**

**On the completion of the course, the students will be able to**

1. Analyse the various career, higher educational and certification opportunities in retailing.
2. Interpret and identify the potential to meet the career requirements.
3. Inculcate the knowledge on various subjects for a career in retailing.
4. Demonstrate the technical, human resource and interview skills.
5. Equip the abilities and personal traits for employability.

## Skill Based Courses for Under Graduate Students

### Creativity and Innovation

Semester: III / IV  
23BRESB1

Hours of Instruction/week: 4 (P:4)  
No: of Credits: 2

#### Course Objective:

1. Explore approaches used by managers and organizations for creating and sustaining high levels of innovation.
2. Elucidate various idea generation strategies and problem-solving methods
3. Enumerate innovative business models that compete the business environment
4. Outline the significance of innovative leadership
5. Impart knowledge on patents through conducive ecosystem

#### Unit I Introduction

12 Hrs

**Creativity:** Meaning, Concept, Creativity and Process, Characteristics, Creative Persons, Factors affecting Creativity, Recognizing and Avoiding Mental Blocks, Thinking Preferences; Risk Taking, Creativity Styles, Creative Thinking Tools, Innovation Vs. Innovation Creativity, Types, Incremental & Radical.

**Practical:** Identify a creative person to comprehend, analyze, and present a report highlighting the contribution of his/her creative work.

#### Unit II Idea Generation and Creativity in Problem Solving

12 Hrs

**Ideation:** Pattern Breaking Strategies, Mind stimulation, Games, Brain-twisters and Puzzles.

**Idea collection processes:** Brainstorming/Brain-writing, SCAMPER methods, Metaphoric thinking, Outrageous thinking, Mapping thoughts, Eight-Dimensional (8D) Approach in Ideation; Systematic Inventive Thinking: TRIZ methodology.

**Practical:** Generate a creative idea for business and present the same in the class for critical evaluation by other learners regarding its uniqueness and feasibility.

#### Unit III Innovation Management

12 Hrs

**Innovation Management:** Process and Typology, Methods and Techniques; Arenas of Innovative Competence.

**Categories of Innovation:** Product, Process, and Service Finance (Venture Capital, Angel Investors), Offerings, Delivery. Evaluation of Effectiveness of Innovation.

**Practical:** Identify an Innovative Business Model (like Amazon, Redubs, Flipkart, Ola, Uber, Big Basket, Zomato, Swiggy, etc.) used by an organisation recently and present a report Business Competence achieved by it.

#### Unit IV: Innovation Ecosystem

12 Hrs

**Innovation Ecosystem:** Essence, Dimensions of the Ecosystem, Intrinsic Motivation & Extrinsic Motivation, Leadership Styles fostering Innovation, Organizational Alignment-Creating Self-Sustaining Culture of Innovation, Organizational Enrichment.

**Practical:** Analyze the case study on Innovative Leader or any other case study on innovation and present a report on the key learning.

## **Unit V: Intellectual Property**

**12 Hrs**

**Intellectual Property:** Patents (novel, useful, and not obvious), Copyrights, Trademarks.  
**Transforming Innovations into Proprietary Assets:** Significance, Steps, Strategizing Intellectual Property; Issues of IP Enforcement, Piracy, Counterfeiting, Copyright violation, IPR and New Product Development, Government Policies and Issues on National and International IP Legislations and Treaties.

**Practicals:** Select an aspect in the field of their interest, on which patent has been granted already and think of an innovative idea so that it makes a case for filing a new patent application.

**Total Hours - 60**

### **Text Book**

1. **Ashwini Kumar Singh (2021)**, *“Creativity and Innovation”*, Notion Press Publisher, USA
2. **Jonathan A. Plucker (2021)**, *“Creativity and Innovation: Theory, Research, and Practice”*, Routledge Publisher, USA

### **Books for Reference**

1. **Harvard Business Essentials, (2003)**, *“Managing Creativity and Innovation”*, Boston: Harvard Business School Publishing, USA.
2. **Prather, C, (2010)**, *“The Manager's Guide to Fostering Innovation and Creativity in Teams”*, New York: McGraw-Hill Education, USA

### **Course Outcomes:**

After completion of the course, the students will be able to:

1. Analyse the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business model
2. Generate innovative idea for business and defend/ justify the same
3. Interpret the business competence achieved by various organisations by using the innovative business model
4. Inculcate conducive ecosystem in the work environment for innovation.
5. Equip to apply and guide for patents by understanding legal and procedural nuances.

## Social Entrepreneurship

Semester III / IV  
23BRESB2

Hours of Instruction/week: 4 (P:4)  
No. of credits: 2

### Course Objectives

1. Understand how social entrepreneurship lies at the intersection of the fields of entrepreneurship and social change.
2. Explore the opportunities and challenges in the new landscape of Social Entrepreneurship.
3. Identify various sources of funding with relevance to business nature to appropriate as per capital structure plan.
4. Gain knowledge in different forms of social entrepreneurship Support and integration of other functional domains to create a competitive business Plan.
5. Comprehend the social entrepreneurship model and formulate methodologies to measure social value creation.

### Units I Introduction 12 Hrs

**Social Entrepreneurship:** Meaning, Business Entrepreneur Vs, Social Entrepreneur, The change Masters, Rethinking Social Initiatives by Business, Strategies of High Impact Social Organisations, Models of sustainable social changes, Grassroots Civic Engagements.

**Seven practical models of social change:** launch, lead, manage, and evaluate a social venture- Charity, Market , Education, Policy , Grassroots,. Movement, Funding.

**Practical:** Analyze a Successful Social Entrepreneur: Research and analyze the journey, strategies, and impact of a successful social entrepreneur, presenting key learnings and insights derived from their experiences.

### Unit II Forms of Social Entrepreneurship 12 Hrs

**Profit setting:** Social Enterprise, Thoughts on Business Plans.

**Philanthropy and Hybrid Ventures:** Corporate Philanthropy, Leadership, Competitive Advantage, Citizen Sector.

**Nonprofits, Governments and Social Entrepreneurship:** Nonprofit organization, Inductive Typology, New Landscape.

**Practical:** Conduct a Social Impact Assessment to analyze the activities and outcomes of a social venture, and prepare a report highlighting its achieved social impact and recommendations for improvement.

### Unit III Capital/ Funding/ Financing 12 Hrs

**Sources of Financing:** New Nonprofit Ventures, Social Venture Partners, Replication of Social Venture Partners, Social Venture Alliance, Merging Machine and Money, crowd funding, Angel investors, Cooperatives, Co-working. Exit strategies of Investors.

**Practical:** Design a for a social entrepreneurship venture, outlining its mission, target audience, revenue streams, and strategies for measuring social impact.

### Unit IV Marketing in Social ventures 12 Hrs

**Principles and Tools of Social marketing** – Consumer Research, Segmentation, 4 Ps, Framing social venture- Testing, Social Marketing Plan, Paradigm change and the emergence of spiritual values, Bottom-of-pyramid markets, New Business Models, Behavioral change, New Business Format.

**Social Marketing Platforms:** Fundamentals, Benefits, Building Social Media Marketing Strategy, Successful Social Media Platforms

**Practical:** Design and implement a marketing campaign to raise awareness and promote action for a specific social cause, evaluating its effectiveness in terms of reach and engagement.

## Unit V Other Important Issues

12 Hrs

**Scaling:** Legal Issues, Change Management, Complete Business Plan, Social Responsibility in Business

**Innovation and Leadership:** Creativity and Skill building, Disruptive Vs. Radical Innovation, Diffusions of Innovation- five Adaptor Segments and Motives, Characteristics of Successful Social Entrepreneurs/ Social ventures - India and Abroad.

**Measuring and Managing Performance:** SROI Methodologies. Measuring Social Value Creation.

**Practical:** Organize a challenge to invite individuals or teams to propose innovative solutions for a social problem, evaluating submissions based on feasibility, social impact potential, and scalability.

**Total Hours: 60**

### Text Books

1. Carole Carlson (2022), *'Social Entrepreneurship and Innovation'*, 1<sup>st</sup> edition, Sage Publications Inc., USA
2. Dr. Neha Mathur, Basant Choudhry, Vishal Verma (2022), *'Social Entrepreneurship'*, Nithya Publications, MP.
3. Nicholls, Alex (2008), *'Social Entrepreneurship – New Models of Sustainable Social Change'*, Oxford University Press, New York.
4. Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). *'Entrepreneurship in the Social Sector (ESS)'*, Sage Publications, USA.

### References

1. Bornstein, David(2005), *'How to Change the World: Social Entrepreneurs and the Power of New Ideas'*, 1<sup>st</sup> edition, Penguin Books. New York.
2. Casson, M., Yeung, B. Basu, A. and Wadeson (2008), N, *'The Oxford Handbook of Entrepreneurship'*, 1<sup>st</sup> edition, Oxford University Press, New York.
3. Elkington, J. and Hartigan, P. (2008), *'The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World'*, Harvard Business Press.
4. Petre Drucker (2014), *'Innovation and Entrepreneurship'*, 1<sup>st</sup> edition, Routledge, New York.
5. Welch, Wilford (2008), *'Tactics of Hope: How Social Entrepreneurs are Changing Our World'*. San Rafael, Earth Aware, California, USA.
6. Jennifer McCrae and Jeffrey Walker (2013), *'The Generosity Network'*, Deepak Chopra Books, 1<sup>st</sup> Edition, Penguin Random Company, USA.
7. Rupert Scofield (2011), *'The Social Entrepreneur's Handbook'*, McGraw-Hill Education, USA.
8. Paul N. Bloom & Gregory T. Gundlach (2000), *'Handbook of Marketing and Society'*, Sage Publications, USA.

### Course Outcomes

On the completion of the course, the students will be able to

1. Critically review and interpret about social entrepreneurship and its intersection of the various fields of entrepreneurship and social change.
2. Understand the forms of social entrepreneurship to create an enterprise model.
3. Evaluate the opportunities and challenges in the new landscape of Social Entrepreneurship.
4. Develop an appropriate market plan by understanding the social entrepreneurship models.
5. Develop as social entrepreneur, with the ability to create a competitive business Plan.